

AMERICAN CATTLE PRODUCER

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IN THIS ISSUE: • FEATHERY FRIENDS
RANGE RESEEDING • FEDERAL GRADING
CLIMATE EXTREMES • BRAHMIN-BRED

CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

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APRIL 1956



The Future is Bright For The Progressive Livestock Farmer

The progressive livestock farmer can face the future with well-placed confidence. With an ever-increasing population, more consumers are coming into the market every year, with a consequent increase in the demand for cattle, hogs, lambs and poultry. And the demand is for meat of higher quality.

Today, more than ever, the successful livestock producer is a "full-time" operator. He is a man of long experience in his chosen field, with the skill, knowledge and judgment that only years of practical

work and study can bring. He insists on good quality in his livestock and he takes good care of his animals.

By staying in business every year, regardless of the market outlook, the successful stockman makes maximum use of his facilities and equipment, and he develops a lower cost operation. He makes his plans so that he will have finished cattle, hogs and sheep to sell at seasons of the year when they are likely to be the most profitable.

Yes, the long-term outlook is bright

for livestock producers who are in the business to stay—who keep abreast of the latest developments in breeding, feeding and marketing to produce the quality of meat that today's consumers want.

And for our part in helping to build that future, we of Armour and Company will continue to provide the finest facilities for processing your animals. Look to Armour, too, for the kind of advertising and promotional support that will further develop the market for your livestock.

ARMOUR AND COMPANY

General Offices • Chicago 9, Illinois

What About Your Spring Protective Program?

BLACKLEG Immunity SHIPPING FEVER

Vaccination to protect against Blackleg and Malignant Edema should be done early.

Long experience has convinced users that FRANKLIN immunizes safely thru the period of Blackleg susceptibility.

FRANKLIN CL CHAUVEI-SEPTICUS BACTERIN provides a full dose for dependable protection against both Blackleg and Malignant Edema.

Each year more calves are vaccinated with this pioneer Franklin product than with any other make.



Now is the time to start building up effective resistance against deadly "Shipping Fever".

A Spring dose of FRANKLIN CORYNEBACTERIUM PASTEURELLA BACTERIN provides strong protection against the Hemo-Sept factor. In the fall a booster shot at weaning or shipping promptly builds up immunity for the time when it is needed most. This also builds resistance against Pulmonary Edema, often a complicating disease factor.

When you start using
FRANKLIN
you stop losing calves.



Branding Needs!

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COPPER BRANDING IRONS
GAS IRON HEATERS
ELECTRIC BRANDERS
BRAND-EM-OL
Chemical Liquid
TATTOO OUTFITS

FREE CATALOG
An authentic guide to livestock protection.
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It Pays To Dehorn Early!

Nothing gained by delay. Dry up the tender horn buttons with

FRANKLIN DEHORNING PASTE.

Or lift them out with

FRANKLIN TUBE DEHORNERS

ELECTRIC DEHORNERS

WOUND PROTECTION!

Franklin BLOOD STOPPER Antiseptic Powder that congeals blood flow.

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Dressing and Fly Repellent. An effective smear.

New KILTECT-100

Liquid Wound Dressing.

Fly Repellent

and Screwworm Killer in squirt type can.

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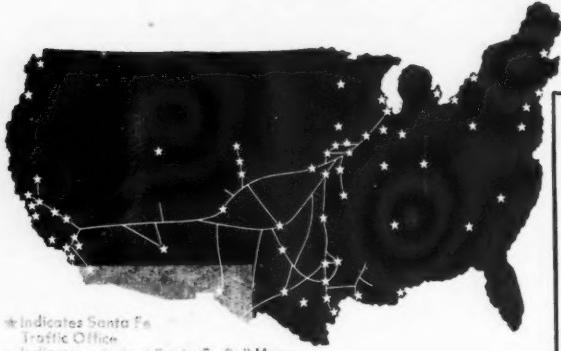
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Billings - Calgary

NATIONWIDE SERVICE

for Santa Fe Shippers



Santa Fe Traffic Offices
are conveniently located to
serve freight shippers in all
parts of the nation

Wherever you are located in the United States, Canada or Mexico, there is a Santa Fe freight representative assigned to your locality and at your service.

Each traffic office has direct communication by telephone or teletype with other Santa Fe offices, and are fully equipped to give you promptly the information and service you want.

Santa Fe freight men know their business. They know your territory and ours—and your local freight problems, too. Because these men believe in giving service, you will find it worth while to call them about your freight shipments.

Look over this listing of traffic offices and call the one nearest you for friendly, helpful Santa Fe service.

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Santa Fe all the way**



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Temple, Tex.
Topeka, Kans.
Tulsa, Okla.
Washington, D. C.
Wichita, Kans.
Winston-Salem, N. C.



To THE
EDITOR

TOUCH OF SPRING—The weather here the last few days has been warm and the country's showing some green, so we should have some good grazing before long. The mountains around the county are well covered and we're looking forward to a good year for grass and hay.—Samuel C. McMullen, secretary, Nevada State Cattle Assn., Elko.

NOW RETIRED—I have retired; sold the cattle, and leased the ranch—but still want your journal.—P. J. Storm, Watsonville, Calif.

NO PROPS WANTED—I am proud of the American National Cattlemen's Association; I think you are doing a

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Membership dues in the American National Cattlemen's Association: 7 cents per head of cattle owned, \$10 minimum, annually.

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APRIL, 1956

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Total livestock slaughter and meat production in 1956 are expected to advance to a new high in view of increased inventory of meat animals on farms Jan. 1, says the USDA.

A further beef production rise is expected because most of the added cattle inventory was in beef calves and beef steers, bulk of which will be slaughtered this year. Too, additional hog numbers were chiefly of 1955 fall pigs, to be slaughtered this spring and summer. Number of sheep and lambs on feed was 8 per cent under a year ago, but total lamb slaughter is likely to equal last year's.

Much of increase in the beef supply will be in first half of year and will consist of fed beef of higher grades, but less of highly finished fed beef is expected to be produced in second half of 1956 than last year and more cattle will go to slaughter off grass. Thus, much of beef output of second half of year will probably be in intermediate grades.

Hog slaughter will continue above a year ago until sometime after midyear. Farmers' earlier plans for 2 per cent smaller spring crop, if carried out, will mean supply of hogs this fall will drop below last fall.

Upward phase of the cattle cycle seems to be slowly coming to a halt. Number of cows and heifers two years old and older on farms this January was unchanged from last year as a decrease in milk cows offset an increase in beef cows. The inventory of milk heifers, heifer calves and beef heifers fell 3 per cent.

Choice and prime steer prices this spring are expected to average a little higher than the February low. A substantial seasonal price increase seems likely later in the year—possibly midsummer or early fall.

Prices of the lower grades, after passing their seasonal high at the beginning of the grazing season, probably will decline seasonally during the summer. Prices of stocker and feeder cattle will probably remain below last year in most months of 1956. The spread between prices of the higher and lower grades of steers and heifers will probably be wider this year than last, especially after midyear.

Business activity leveled off in the early months of 1956. Sizeable cuts in auto output and sales and some further decline in residential building were offset by an expansion in business investment outlays and government expenditures for goods and services.

Output of the nation's factories and mines has held in recent months at 143 and 144 per cent of the 1947-49 average. Employment also has been very steady. As demands of the economy tapered off, average prices of industrial products have steadied, after having increased sharply in the last half of 1955.

Business outlays for new plant and equipment in the second quarter are scheduled at a rate 6 per cent above that of January-March. There are few indications pointing to a decline in business activity, and some current trends suggest renewed strength. According to a recent Commerce Department-Securities and Exchange Commission survey of investment intentions, businessmen are scheduling investment outlays in 1956 at a level more than a fifth above 1955.

The decline in residential construction has apparently been arrested and home building may pick up somewhat in coming months.

Farmers' planting intentions as of Mar. 1 pointed to a moderate reduction in total crop acreage in 1956. Actual plantings may turn out larger or smaller than the above early season indications.

How to prepare SHIPPING INSTRUCTIONS



These **4** profit points...

will help you plan your live-stock shipping, so we can provide you the excellent service you want in handling your stock all the way.



Complete shipping details can be obtained by writing for the free manual "Livestock Shipping Guide and Directory," which has been recently revised. It is issued by the Department of Traffic, Union Pacific Railroad, Omaha 2, Neb.

- 1. ORDER YOUR CARS . . .** Order well in advance. Determine number wanted, size, type of car, destination, and loading date.
- 2. SPECIFY BEDDING** which is wanted in cars, depending on type and condition of stock, and weather, for maximum protection and good footing.
- 3. HAVE CERTIFICATES**—*health certificates required by the destination State, and brand certificates as required by the origin State.*
- 4. PROVIDE INSTRUCTIONS** for amount and kind of feed at each feeding stop and for servicing enroute.

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Would Hurt Whole Nation

REPRESENTATIVE PAT JENNINGS of Virginia wants to abolish cattle raising in public land states, according to news reports.

You would hardly believe he was serious about this, but a bill carrying this strange proposal was introduced by Mr. Jennings.

His reason, as reported, is "why should my people have to fight for a living with those other people who are exploiting federal government property?"

Mr. Jennings evidently does not realize that federal grazing land in the West is not something apart from community life. Its withdrawal from use would affect the thousands of western communities in exactly the same way as would a prohibition against the use of the farmlands around his home town of Marion.

He may know that stockmen pay a grazing fee for use of federal ranges, but he surely does not know that where public land is an important part of a community resource, ranch property and deeded range lands are valued and taxed at higher rates, thus "averaging up" the public land grazing cost.

He probably does not know that stockmen have reseeded millions of acres of public ranges in addition to reseeding done at the expense of the government.

He probably does not know that stockmen have helped conserve wild life, so that now we have more than 200 per cent more antelope, deer and elk on those lands than we had 30 years ago.

Mr. Jennings is not alone in not realizing these truths and in thinking that the stockmen who use public land are getting a free ride.

TO US OUT HERE in the West, public land and meat production go hand in hand. The grass that grows on the public ranges is the source of much of the meat the housewife serves at her table. Roughly, it might be said that as far as beef is concerned it is mostly grown west of the Mississippi River and consumed east of it.

Without the conversion of this grass to meat by livestock, the yearly grass crop would go to waste, for there is no other way to utilize it.

We do not think there is a ghost of a chance of any bill like Mr. Jennings' to become law. That would be unthinkable. For if it should, not only the West but the entire nation would suffer greatly.

Give Flexibility a Chance

IF LEGISLATIVE HISTORY repeats itself, we are due for another farm bill with high rigid price guarantees of one kind or another.

That's what happened after the war in 1948 when it was recognized there was need for adjustment in production. Flexible supports were voted, but the next Congress repudiated these and returned to high mandatory supports.

SO WE MIGHT SAY, Congress has learned nothing from its experience with previous agricultural laws—and there have been a lot of them.

The old AAA tried to lift prices by restricting production, such as plowing under cotton and sending

little pigs to market. In 1938 we note a warning from the chief of the Bureau of Agricultural Economics and the Secretary of Agriculture that domestic surpluses again threatened to become burdensome, although following only one good crop year.

Finally in 1939 a war came along and government attempts to boost prices became unnecessary.

Then in 1941 the Steagall amendment to the Agricultural Act of 1938 extended for two years after war's end supports at 85 per cent, raised to 90 per cent in 1942.

The purpose was to get all-out farm production—and no one quarreled with that.

But when the war ended, spokesmen for agriculture didn't want to see these nice price guarantees end.

In 1948 it was recognized there was need for adjustment to peacetime demand—but also need to protect the farmer pricewise.

Flexible supports were used, but, as mentioned, they were soon repudiated and high supports reigned again.

Congress gave plenty of lip service to flexibility but voted for high supports.

But by 1952 world demand had dwindled and there was an attempt to start the farmer toward peacetime demand and our present Secretary of Agriculture Ezra Benson has diligently tried to guide the industry to a peacetime basis under the Agricultural Act of 1954 which encourages a shift away from crops in surplus by lowering support prices and applying acreage controls.

But the present flexible law has hardly had a chance to show what it can do to correct the surplus situation.

And in the meantime the CCC accumulated \$8 billion worth of commodities and even now has to build a lot more storage bins and find more storage space. Storage costs are running nearly \$1 million a day.

It just doesn't make sense that high price guarantees be continued on a surplus commodity.

Congressmen know this and twice have started to use flexible supports as a way of adjusting supply to demand and protecting agriculture against wide fluctuations in farm prices.

If Congress would only give "flexible supports" a chance to show what they can do!

Buys More Cattle Products

THE GOVERNMENT is including more beef and other cattle products in its buying programs these days.

In December 1955 it bought 12 million pounds of beef for school lunches and stepped up beef purchases for the armed forces; so far this year 40 million pounds of beef have been authorized for purchase in Israel under Public Law 480, and 13 million pounds in Chile, as well as \$1 million worth of hides each in Yugoslavia and Korea and 1 million pounds of beef tallow in Spain.

We welcome this change in policy that treats cattle products the same way other surplus commodities are treated.

The 'National' At Work

The American National Cattlemen's Association now represents 27 states—the Virginia Beef Cattle Producers Association joined this month. These 27 states represent 81 per cent of the nation's beef cows, according to cattle population figures. They also account for 72 per cent of all beef cattle and 62 per cent of both dairy and beef cattle. Only three states—Iowa, Missouri and Illinois—not affiliated with the National are in the top 20 in rankings of numbers of beef cows.

* * *

Past President Jay Taylor, Texas, and Fred Dressler, Nevada, are members of a steering committee which will make additional studies and set up another meeting as a follow-up of the governors' conference on meat promotion which took place in Omaha, Nebr., last month. American National President Don Collins also attended the meeting in Omaha.

* * *

Former American National Presidents A. D. Brownfield of New Mexico and Sam Hyatt of Wyoming attended the meeting of the National Advisory Board on public range problems in Washington, D. C. Attending also was Floyd Lee, chairman of the American National public land committee.

* * *

The railroads got an okeh from the Interstate Commerce Commission of a 5 per cent raise in rail freight rates. A brief objecting to this raise was filed by American National Traffic Managers Chas. E. and Calvin Blaine. The railroads asked for 7 per cent increase and were granted 6 per cent on many agricultural products.

* * *

The Messrs. Blaine filed a petition in behalf of the American National and others to intervene in the Dawson Railway abandonment case (here involving the road from Roy to French, N. M.) before the ICC.

* * *

April 26 to May 5 is the period during which beef will get a special advertising boost by packers, retailers and other interested institutions. This retailing aid was requested by the American National and other livestock organizations.

* * *

The American National offers a freight bill checking service to its members which in February returned to the 25 cattlemen using the service an average \$500. If you want this service, send your freight bills to Chas. E. Blaine, Title and Trust Building, Phoenix, Ariz.

* * *

President Don Collins, Executive Secretary Rad Hall, and Don Short, president of the National Beef Council, at-

tended the annual meeting in early April of directors of the National Beef Council (created as a result of a resolution adopted at the convention of the American National in Reno in 1955).

* * *

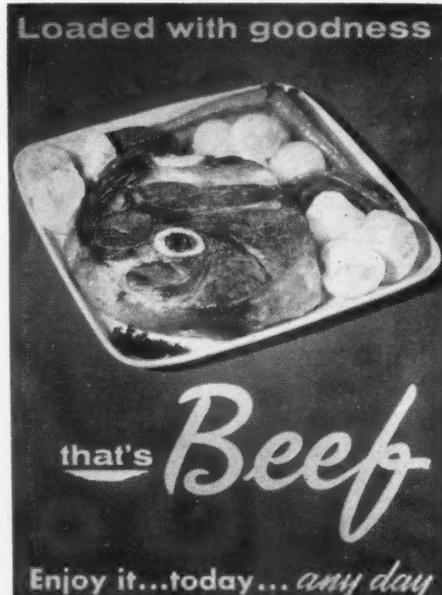
Lyle Liggett attended the National Press Photographers Association meeting in Chandler, Ariz., in early April and conferred with Arizona cattlemen on American National convention plans for January 1957 in Phoenix. The public to attend with American National feeder committee chairman, Bill Farr, the National Cattle Feeders Committee Meeting in Omaha in April.

* * *

Mrs. J. T. Wadlow, Whitewater, Colo., National CowBelle beef promotion chairman, reports that the 1956 "Beef for Father's Day" campaign is being launched by 300 local, county and state CowBelle groups. Merchandising aides such as stickers, posters, menu tipons, etc., are being prepared for distribution well before June 17.

* * *

New grade names will be rolled on Commercial sides of beef beginning June 1. The Cattle and Beef Industry Committee, of which group the American National is an important member, recommended the change. "Standard" will be stamped on beef from younger animals of the Commercial grade and "Commercial" will be retained for the mature carcasses in Commercial.



New beef poster prepared by the National Live Stock and Meat Board for use in promotion activities. In natural color with a blue background, the poster is 21 by 32 inches in size. Quantities may be had from the Board, 407 So. Dearborn, Chicago 5, Ill., at cost.

Dates for a special nation-wide beef promotion spring campaign are April 26 to May 5. Beef will get special attention during that period in packer, retailer and other national advertising and in Meat Board, National Beef Council and grower promotion.

The Public . . . And You BY LYLE LIGGETT

DO THE LETTERS TO THE EDITORS that you labor over really have any impact? Do they promptly hit the "round file," or are they given careful consideration in determination of a publication's editorial policy?

The editor of a major agricultural publication jokingly put into words what every responsible newspaper or magazine editor has felt at times: "Every letter that agrees with you and praises your efforts represents 10,000 subscribers. Every letter that comes in damning us, disagreeing with our ideas—it's just another 'crank,' representing nobody but himself or an organized 'pressure' campaign."

A jest, of course. But it is true that the "agin-ers" in life are more vocal, more quick to take pen in hand, than are those who agree with the general principles expressed by a publication.

No editor remains an editor for long, no publication prospers and survives unless that publication mirrors public opinion. Perhaps an editor receives little "pro" mail—he still has his sources for "community thinking" to which he turns. He may double check with many people before running an editorial or a controversial story—or he may discuss his plans with only a few leaders.

However, an editor can get off the track as easily as any human. Besides the unwavering pressure of meeting deadlines, an editor can be mistaken because of a variety of reasons—bad advice, lack of knowledge of a subject, misunderstanding of a situation and sometimes, downright economic and social pressure from biased groups.

Cattlemen, as well as any other group of individuals, can insure that their problems are given fair treatment, that their beliefs are representative of the best interests of the entire community, and that they can be counted upon to give the editor "square advice" before he gets himself into trouble with an erroneous or misinformed stand.

There are many ways to do this: by making oneself readily available for consultation on various community problems; by calling or visiting to offer comments about situations in the news; by taking a leading role in community affairs and thereby earning general respect; and, most important, by writing "that letter" you've been "meaning to get around to."

Your critical letters will be given sincere consideration if they are based upon fact and reasonable argument. No man thinks kindly of another if he has been insulted—and, unfortunately, that is the tone of too many "anti" letters.

And how about "representing 10,000" by writing a letter of commendation once in awhile?

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Insects—Food for Feathery Friends

By L. H. Douglas

(The Producer publishes here one of the last of the nature stories prepared by the late Lynn Douglas of Denver before his death on Feb. 18.)

ON THESE PAGES there have appeared from time to time writings about forces working against business profits of ranchers and farmers. Specifically, the forces are rodents that gnaw at crops and pasture and range grasses, ceaselessly. Just as ceaselessly the rodents' natural enemies, mammals, reptiles and birds, gnaw at the rodents without deserved encouragement from the land owners.

There is another class of enemies that work all the time at cultivated crops and forage and friends of man which combat the damage being done. These friends of man are none other than the most beautifully colored song birds and chirping birds. Most of them are entirely or mainly insectivorous and each eats a prodigious number of insects every day.

The U. S. Fish and Wildlife Service has made studies of stomach contents of representative insectivorous birds. The data are enlightening: A flicker had just eaten 28 white grubs; a nighthawk, 34 May beetles; tree swallow, 40 cinch bugs; nighthawk, 50 clover leaf weevils and 375 ants; grackle, 100 cotton boll worms besides many insects; nighthawk, 340 grasshoppers, 52 bugs, 3 beetles, 2 wasps and a spider; a duck, 7,200 weed seeds; ringneck pheasant, 8,000 seeds of chickweed.

The extent to which a certain insect is eaten by different birds is shown: alfalfa weevil by 45 different birds; armyworm by 43; billbugs by 67; cotton bollweevil by 66; browntail moth by 31; chestnut weevil by 64; chinchbug by 24; cloverroot borer by 85; clover weevil by 25; codling moth by 36; cotton worm by 41; cutworms by 98; tent caterpillar by 32; gypsy moth by 46; horsefly by 49; leaf-hopper by 120; orchard tent caterpillar by 43; potato beetle by 25; rice weevil by 21; seventeen year locust by 38; twelve spotted

cucumber beetle by 28; white grub by 67; wireworms 168.

The total weight of insects on the earth today is estimated to be greater than the weight of all the land animals, according to the fall issue of Maine Farm Research, issued quarterly by the Maine Experiment Station at Orono. There may be more than 200 million insects on a single acre of farmland, the report says, "all of them eating happily away on crops planted for the use of man or beast." We are further reminded that "the appetites of the insect world are hearty, for last year they ate \$250 million worth of cotton, 85 million in corn and, still not satisfied, they ate their way through \$350 million worth of clothing."

Weed seeds in the estimated amount of 875 tons are consumed in an agricultural state in a year, by birds.

The figures above, on the number of different birds that feed on a certain insect, refer to species or varieties of birds and not to the total of birds which feed on the insect mentioned. It would be interesting to know the number of birds of a given species or variety involved in connection with a certain insect. This can only be estimated because the identity of these birds is not known. Furthermore, birds will leave a feasting place where they have been eating, when the supply gets short, for a new location of an entirely different insect in large numbers. I would estimate that an average of 1,000 times the number of species for

each insect would approximate the number of birds involved. On this basis, with 1,262 total for the list, and eliminating $\frac{1}{3}$ of the total as representing duplication of species and varieties it would mean that 841,333 birds were eating the insects mentioned.

Most books on the classification of so-called song birds start with the smallest of such birds, the humming birds—which, by the way, are not considered by most people to be insect eaters. Why should they be so considered when they always seem to be sipping nectar, and they usually are? I always thought they lived on nectar exclusively until I learned differently. They eat insects to a considerable extent. And strangely enough they regurgitate the indigestible remains in pellet form, as the owls do. The insects of necessity are small: flies, bees, tiny beetles, spiders and the like.

There are so many kinds and so many of each kind of these beautiful, musical, feathered friends of man that an editor would use the blue pencil too much if there were anything like full discussion of all of them. And so let's hurry through all groups to show just how imposing this army of protectors of agriculture is.

The swifts which fly up to 100 miles per hour normally and even up to 200 under stress, sieve insects from the air.

The goatsuckers do the same. They do not steal milk from goats as held in superstitions.

Whip-poor-wills sift the air for insects too.

While these groups eat on a table made of air, woodpeckers, flickers (yellow hammers) are cleaning insects out of the forests, woods, groves and orchards.

Parrots, kingfishers, flycatchers, road runners, cuckoos (parasitic) can be grouped. They are closely related and



This hermit thrush has its work cut out, and the insect population is cut down as a result.



Swainson warbler and nest pictured in Florida. (U. S. Fish & Wildlife Service photos.)



A female mountain bluebird near nest in an aspen tree, Crater Lake National Park, Oregon. (Fish & Wildlife photo.)

only partly insectivorous. The flycatcher is the only one that lives exclusively on insects. Fish, snakes, lizards and seeds afford the food of the others.

Phoebe, pewees, pewits, kingbirds are around buildings and bridges on farms and in villages where they devour insects by the millions.

Those wonderful musicians, the larks, live on insects. We have a few in the U. S. An attempt was made to plant the famous musical skylark here from Europe. It did not succeed, though a small remnant persists on Long Island. No one has explained why this highly desirable bird failed to increase and spread while those monumental pests the English sparrow and the starling succeeded to a disappointing extent — the former

over the entire U. S. and the latter over most of the eastern U. S. There is no limit in sight.

Crows, ravens, magpies, jays, Clark's nutcracker are in the same family. They are about equally pestiferous and insect devouring.

Related to the crow family are the little forest dwellers: the chickadees, titmice, creepers and nuthatches, among the busiest searchers for insects in the whole bird kingdom.

The musical wrens have strange relatives—the water ouzel, kinglets and gnatsnatchers.

A fine orchestral group includes the bluebirds, thrushes, thrashers and solitaire. These are in turn related to the mockingbird, cat bird, robin.

While they are not singers, the blackbirds, orioles, bobolink and cowbird have attractive calls, as has the meadowlark.

The shrikes, which impale their prey on barb-wire fences or thorns, are called butcher birds. They eat large insects and small rodents and birds. They and the grackles are only slightly valuable to agriculture.

Among the weed seed eaters are the musical finches. Our domestic canary is a finch. This is a huge family and includes the goldfinches, redpolls, pine siskin, grosbeaks, crossbills, buntings, tanagers, sparrows, juncos, towhees, cardinals, swallows, waxwings, vireos.

The groups of closely related birds briefly discussed above include 365 species and varieties. How many individual birds are there of a given species? Nobody knows. There is not even a good estimate known to this writer. There can be little doubt that there are hundreds of thousands or many millions; and they are all working during all hours they are not singing, resting or sleeping, in the interest of ranchers, farmers, orchardists, gardeners, lawn tenders and golf links caretakers. Besides, their beautiful colors and entrancing music are a joy to behold.

Is the human race appreciative enough or even intelligently selfish enough to repay them by putting an end to the senseless slaughter that occurs as a result of thoughtless acts of depravity?



One of America's beloved western meadow larks, this one hiding in grass at the south entrance of Oregon's Crater Lake National Park.

For Your Bookshelves

The 1956 edition of "Feeding Practices," published annually by the National Cottonseed Products Association, is a 40-page bulletin giving specific feeding recommendations for each class of livestock. Illustrations are used for suggested feeding and management practices. PRODUCER readers may obtain free copies from cotton oil mills or direct from the Educational Service, 618 Wilson Bldg., Dallas 1, Tex.

Two booklets designed for free distribution and educational use are "Tried and New Ideas for Handling Fertilizer" and "Tried and New Ideas for Handling Barnyard Manure." Copies are available to interested persons from the New Idea Farm Equipment Company at Coldwater, O., which also offers numerous other titles.

A worthwhile publication of the Agricultural Experiment Station at the University of Wyoming, Laramie, is Bulletin 317, titled, "Marketing Western Feeder Cattle." This western regional research pamphlet is by a technical committee representing the agricultural experiment stations of 11 western states in cooperation with the Bureau of Agricultural Economics.

The Agricultural Extension Service at Colorado A&M College, Fort Collins, has published Bulletin 442-A, "Livestock Marketing in the United States." Livestock Marketing Specialist Harry H. Smith of the college wrote it, and covers in it such subjects as methods of selling livestock; problems; prices; shrinkage, etc.



"What's up?" might be the query of this flicker at its nest box.

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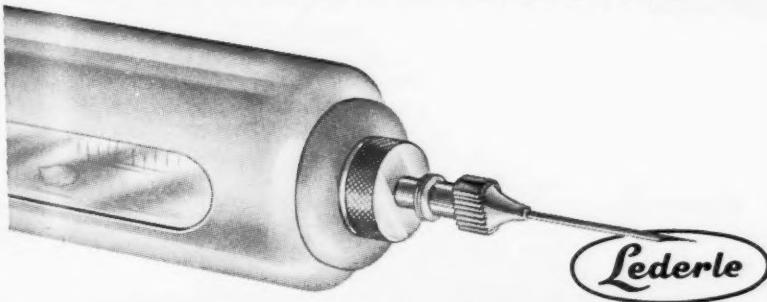
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IS RESEEDING WORTH THE COST?

By CHARLES H. COLEMAN

(Facts from the experts answer the question of whether reseeding worn-out ranges and abandoned croplands pays off in cash dividends.)

SUCCESSFUL RANCHERS ARE finding that the profitable production of range livestock is based on a year-long grazing program with only a necessary minimum of winter feed used to supplement native range.

In order to keep such a program in operation, the old practice of allowing cattle to graze the whole range has had to be dropped. Fenced areas of native grass, others with tame grass and reserves with planned pasturing are proving their worth. Old range that has been overgrazed until its feeding capacity has been seriously lowered is being reseeded. The same is true of abandoned cropland.

Reseeding is costly, not only in the seed that must be purchased, but in the labor and machinery required for reseeding. Also, the reseeded area must not be grazed the first year if the new grass is to become firmly established. The second year it can only be grazed lightly. Hence, there is very little or no return from reseeding during the first two years. Is reseeding, then, worth the cost? Or, is this whole business of reseeding range a vastly overestimated rehabilitation program?

Before answering this question, let us first pose the question: What about natural revegetation? Can nature be depended on to make worn-out range and abandoned cropland reusable within a few years? Observations made in the Great Plains area of North Dakota show that a fairly good cover of native grasses has developed naturally on abandoned fields within eight to 10 years after they were abandoned. This cover produces a relatively high yield of good quality forage, and the fields are especially valuable as hay land. However, none of the fields developed to the extent that the vegetation is similar to the climax vegetation of the native grass land. Estimates place the time required for such development at 40 to 60 years or longer. Moderate grazing appears to benefit the development of climax vegetation in some cases.

How does waiting eight to 10 years before being able moderately to graze land which has been naturally re-vegetated compare with the cost and time involved in reseeding?

In North Dakota, much abandoned cropland was seeded to grass during the late 30's at a cost of about \$2 an acre. This figure includes the cost of seed, transportation and depreciation for equipment used. The cost in this case is particularly low because no seedbed preparation was used. The seedings were made directly into stubble or weed cover. Usually mixtures

were used, generally consisting of crested wheatgrass, western wheatgrass, slender wheatgrass and sweet clover. Bromegrass was used in some cases as the principal grass.

Warren C. Whitman, botanist at the North Dakota Agricultural College, Agricultural Experiment Station, Fargo, says that there is no question in his mind but that these seedings have paid for themselves many times over. Hay is still being cut from these old stands at the rate of $\frac{3}{4}$ tons per acre. Just one of these cuttings would repay the cost of reseeding several times over, he points out. And right now the seedlings are almost 20 years old.

The present-day cost of such a reseeding program in North Dakota should be around \$4 per acre, estimates Mr. Whitman, for range where stubble is already available. This estimate covers the cost of seed, drilling, machinery depreciation, gasoline, oil and grease, and labor. However, the estimate does not cover the loss of a year's crop while the new grass stand is becoming established, land rental or interest.

Although it is difficult to give an accurate dollar figure on the returns from such a program, Mr. Whitman says that as practiced in North Dakota on range and former cropland, the returns from these tame grass pastures is from three to five times the production from native grass pastures. Another point to consider, he adds, is that by deferring grazing on the native grass pastures during the spring period, production on these native pastures can be increased by as much as 30 per cent. Judicious management of native and tame grass pastures in a combined grazing program can mean a substantial increase in the grazing capacity for any given ranch operation, he feels.

This article is based upon information obtained from the following sources:

"Natural Revegetation of Abandoned Fields in Western North Dakota", Bulletin 321, North Dakota Agricultural Experiment Station, Fargo.

Personal letter from Christoph Beringer, assistant agricultural economist, University of Idaho, College of Agriculture, Moscow.

Personal letter from C. V. Plath, associate professor, department of agricultural economics, Oregon State College, Corvallis.

Personal letter and material from Harry G. Sitler, agricultural economist, U. S. Department of Agriculture, Colorado A. & M. College, Fort Collins.

Personal letter from Kling L. Anderson, professor of pasture improvement, Kansas State College, Manhattan.

Personal letter from Warren C. Whitman, botanist, North Dakota Agricultural College, Fargo.

"Range Cattle Production in Western North Dakota", Bulletin 347, North Dakota Agricultural Experiment Station, Fargo.

"Ranch Day", Oct. 11, 1954, Experimental Ranch, New Mexico College of A. and M. A., State College.

"Reseeding Abandoned Cropland or Depleted Range Areas", Bulletin 395, Agricultural Experiment Station, New Mexico College of Agricultural and Mechanic Arts, College Station.

Another aspect of the reseeding problem is brought out by Kling L. Anderson, professor of pasture improvement, Kansas State College, Manhattan, as some of the points to consider in reseeding range. Every precaution should be taken to encourage prompt germination and emergence, he says. This means proper seedbed preparation, choice of seed, planting and care after planting.

In choosing seed, Professor Anderson cautions, it is essential that adapted seed be used. However, native grass seed is not only scarce but expensive as well. Seed from southern sources is preferred over seed from the North. Usually about 7 to 9 pounds of actual seed per acre is used, excepting in the case of sand lovegrass and Asiatic bluestems which require only 2 to 3 pounds per acre. The county agent, Soil Conservation Service officer or state experiment station can be consulted for the proper mixture of seeds to use. Generally, these should be the dominant range species of the area.

In preparing the seedbed it is necessary to remember that the grass seeds are small and must be in intimate contact with moist, firm soil in order to germinate promptly. To provide such a seedbed, sudan grass or other sorghums are close-drilled late enough to prevent their seeding. This is because volunteer sorghums are objectionable in a new grass stand.

Little Preparation Needed

No other preparation is needed before drilling in the grass seed. March and April are the best months. A check with the Soil Conservation Service office in the district should be made. They probably have available a special drill which is equipped to plant light, chaffy grass seed at accurate seeding rates and at a controlled depth. Professor Anderson advises. And planting at proper depth is very important.

The planting should not be grazed the first year. However, it may be necessary to clip it once or twice in order to control weeds. This gives the new grass stand a good chance to get well established. Professor Anderson also recommends grazing only lightly or not at all in the second year. The main thing is to be sure that a good stand of firmly-rooted grass has been established before regular grazing is practiced.

The care that is necessary in reseeding is also emphasized by D. R. Burnham, former agronomist with the Bureau of Plant Industry, Tucumcari, N. M., and now with the New Mexico College of Agriculture and Mechanic Arts. The cost of revegetation is so high that no risky short cuts should be tried in reseeding, Mr. Burnham says. Adding grass seed to thinned-out native range is seldom successful. But proper land preparation, with correct planting and grazing practices, will

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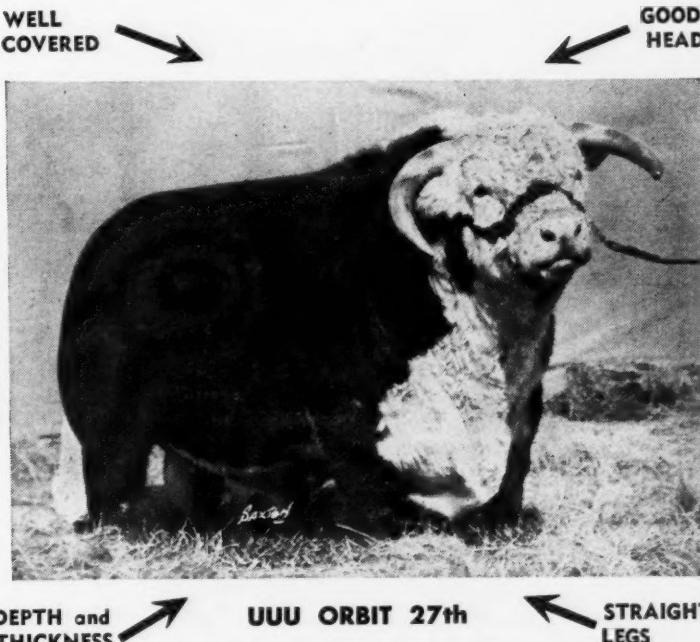
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pay off in ranges superior to good native sod.

Burnham recommends growing a crop of drilled sorghum first as a stubble mulch to reduce wind damage and drying of surface soil. The grass seeds should then be planted in firm soil in April. Mixtures of grasses adapted to the area should be used. And grazing should be allowed only lightly the second year after reseeding, with no grazing the first year.

The large difference that can exist in net returns on a reseeding program as practiced in different areas is clearly demonstrated in an estimate prepared by Harry G. Sitler, agricultural economist, USDA, Colorado A & M College, Fort Collins, on average costs and returns from seeded cropland pastures. These are based on actual field tests conducted in five regions. The first year shows a net profit for all five experimental pastures based on returns from cattle grazing sorghums which had been planted for stubble. The second year shows a net loss for all pastures due to buying grass seed that varied in price from \$5.85 per acre to \$12.01. All years after this show a net profit. The over-all per acre cumulative net profits at the end of the sixth year for the five regions are: \$18.82 for Woodward, Okla.; \$24.91 for Hays Kans., \$7.18 for Elkhart, Kans.; \$0.77 for Springfield, Colo.; and \$4.35 for Briggsdale, Colo. The reason given for the greater profit from Woodward and Hays is greater rainfall at these two sites and consequently greater grazing returns.

Results of Study Show Various Factors Have Effect

The results of these five experiments are in keeping with a comment by Christoph Beringer, assistant agricultural economist, University of Idaho, College of Agriculture, Moscow. Economist Beringer says that, according to his own observation, the costs and benefits of range reseeding vary greatly from region to region and even from site to site. The differences are primarily due to differences in available moisture and its distribution throughout the year. Consequently figures are meaningful only when applied to specific areas.

Data presented by H. B. Pingrey on the cost of range reseeding in northern New Mexico indicate that the total cost of such a program, including costs of seedbed preparation, taxes, interest, seed, non-use of the land for two years and risk of failure, is \$7.25 per acre.

To date, over 45,000 acres of low forage-producing rangelands have been plowed and reseeded by the state college of New Mexico in an experimental program. This has been mostly to crested wheatgrass at 5 to 6 pounds per acre in rows 12 inches apart and covered with $\frac{1}{4}$ to 1 inch of soil. Many ranchers have also reseeded extensive areas.

The normal production of air-dry for-

age for this land is very low, being at the most about 60 pounds per acre. On the other hand, reseedings of crested wheatgrass produce from 300 to 1,600 pounds per acre of dry herbage, depending on rainfall.

In dollars and cents this data indicates that \$454 is required in invested capital in land to provide forage for each head of cattle per year on native range, whereas \$171 per head is required for reseeded range. These values are based on ownership of the land at a value of \$1.50 per acre, interest at 6 per cent and taxes of 3 cents per acre. There is an obvious saving in capital investment of \$283 per year for reseeded range. In these days of increasing competition and close-cut profits, the difference in these figures can easily make or break a ranch operation.

The facts speak for themselves. The return depends primarily on the site and the amount of rainfall. Local authorities such as the county agent, or Soil Conservation Service office should be consulted as to seed, and also as to rental of special equipment such as caterpillar tractors, brush plows, and special grass seed drills.

The whole problem of whether reseeding rangeland is worth the cost is summed up by C. V. Plath, associate professor, Department of Agricultural Economics, Oregon State College, Corvallis. There is no easy general answer, Professor Plath says. It all depends on the rancher's needs in terms of quantity, quality, and seasonal use of forage. However, if ranchers are to be successful in meeting increasing competition for putting beef on the American table, they will be wise to consider reseeding their range as a means of improving the efficiency of operation.

Meat Grading On The Beam

BUYERS OF FEDERALLY GRADED meat get the quality they expect—regardless of where they make their purchases. But this doesn't happen through mere chance.

This consistent quality within each grade largely results from efforts of the standardization and meat grading branches of the livestock division, USDA's Agricultural Marketing Service, to see that federal graders interpret and apply, uniformly, the official U. S. meat grade standards.

Some 360 graders stationed in all parts of the country do this work. Their only guides are written standards that describe the development of the various factors for each of the grades.

Supervisors Take Refresher Courses

To make sure that meat is graded the same in all parts of the country at all times, meat grading supervisors regularly attend school—"refresher school." The supervisors, many of them with 25 years or more service, refresh their memories on the fine points and highly technical aspects of interpreting and applying the grade standards.

Recently, about 30 of the Department of Agriculture's top meat grading supervisors went to a "refresher school" in Chicago. This was a strenuous 5-day meeting. Most of the time was devoted to discussions of the interpretation of the standards and the actual grading of carcasses. Washington officials in charge of meat grading and standard-

FROM PLAQUE TO PLATTER FOR BEEFEATER ALLEN



The National Beef Council honored the television and motion picture star, Steve Allen, on a recent show of his NBC-TV network program, "Tonight," by making him a member of its Beefeaters Society. Mr. Allen legalized the induction later by broiling the fresh steak that was mounted on the plaque. Sharing the fun—and the steak—are "Skitch" Henderson (left) and Gene Rayburn (right), both regulars on Mr. Allen's show.

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ization activities were the "instructors" at this "school."

Carcasses were representative of all of the various classes and grades of meat. Most were chosen because they illustrated the application of the standards to the grading of carcasses which were near the borderline of a grade or because they had an unusually diverse development of their grade factors. They were the type of carcasses that are the most difficult to grade.

The first two days of "school" were spent in discussion. Then the supervisors assembled in packinghouse coolers and individually examined each of the carcasses selected. Then they made a written record of the development of each of the major grade factors—the conformation of the carcass, its maturity, and its degree of marbling.

Determinations Made by Thirds of Grades

The grade of each carcass was then determined by striking a balance between the development of the various factors—as prescribed in the official standards. All these determinations

were made by thirds of grades instead of full grades, the normal method of grading, in order to correlate, as closely as possible, the supervisors' ideas on the fine points of grading.

After the supervisors had turned in their papers, each carcass was discussed in detail by the entire group present. When supervisors differed in their opinion, they were called upon to defend their judgments. These discussions were most beneficial in pointing up supervisors' ability to evaluate the various grade factors and also their general knowledge and understanding of the standards.

Despite the near-freezing temperatures in the "classrooms" and the fact that many were "old-timers" in meat-grading work, they were all attentive and eager to know that their judgments were correct. They were also most eager to learn wherein they might need to make some very slight adjustments in their interpretations.

This is a reflection of the great importance that is attached to USDA's meat-grading activities and a reflection of the seriousness and devotion with which meat graders apply themselves to doing their job. The meeting was typical of other meetings that are held, regularly, every four to six months in various parts of the country.

Supervisors Hold Meetings with Graders

After the supervisors return to their home stations from these meetings, they, in turn, act as "instructors" and hold similar meetings with their assistants and graders. They also give "on-the-job" instructions to each grader, individually, in the regular daily review of the grader's work. In this way, graders in all parts of the country are supplied with the same type of instructions which enable them to do the consistent job required.

Six of the supervisors at this meeting are in almost constant travel status; about twice each month one of them visits each of the major grading stations. During these visits the traveling supervisors make a very thorough check on the grading to insure that it is being performed the same at all points and in accordance with the pattern set at the meetings.

The ultimate benefits of the "schools" and supervisor-grader relationship are reflected in the consistent quality that all who purchase meat have come to associate with each of the federal grades—from the large wholesale buyer for a chain store, fancy hotel, or restaurant to the housewife who is buying for her family.—From an article by Paul B. Ostendorf in Marketing Activities, a USDA publication.

TOO MUCH PROTEIN

Many stockmen, in a vain attempt to boost gains, are feeding more protein than their cattle can use, according to studies carried out on the Davis campus of the University of California.

The Market Picture

GRAINFED CATTLE TRADE BY mid-March was moving at a slow pace, the coming of the Easter season having a generally bearish effect upon trade. In addition, storm conditions along the East Coast which tied up transportation for several days added to the dullness.

Despite continued sluggish conditions over the nation as a whole in grainfed cattle, prices over the past month worked 50 cents to \$1 higher, spearheaded by a sudden spurt in activity on the West Coast, where numbers of finished cattle were becoming reduced and fat cattle in instances sold as much as \$1 to \$2 higher.

In fact, West Coast buyers fanned out into the intermountain areas in search of well finished cattle with quite a number of loads moving from the Denver area and a few buyers working as far east as the Missouri River markets. Thus, there were some indications that a post-Easter market might improve.

The pattern of rapid selling of available numbers not only continued in fed cattle, but also in hogs and lambs. Despite a reported increase of only 1 per cent in the number of cattle on feed for market as of the first of the year over the nation, some markets were receiving up to 18 or 20 per cent more cattle than a year ago, and federal slaughter of cattle for the first two months of the year was up some 12 per cent.

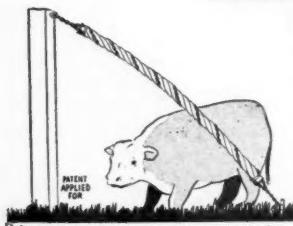
Again, in the case of hogs, with last year's pig crop indicated to be only 10 per cent larger, federal slaughter of hogs was running 20 to 24 per cent over a year ago. In the case of lambs, indications were that fewer lambs were being finished for market, yet the first two months of the year showed an 8 per cent increase in lamb kill.

Thus, the whole pattern of marketing numbers appeared one to two months ahead of normal.

An example of the rapid selling of fed cattle may be seen in Colorado where numbers reaching the Denver market for the first two and one-half months of 1956 figured exactly 18 per cent more than a year ago, despite an indicated 18 per cent reduction in numbers on feed. In addition, replacements going back into feed lots in that area are reported to be down sharply from a year ago.

One of the most significant developments over the past months is the sharp advances made in prices for heavy steers. Price discounts of as much as \$2 to \$3 or more prevalent a few weeks back have shrunk to where steers scaling 1,300 to 1,400 pounds often sell within 50 cents to

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Pigeons

American Pigeon Journal (Squab fancy), \$2.

Poultry

Cackle & Crow, \$1; Florida Poultry & Farm Journal, M., \$1.

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\$1 of lighter weight cattle, if well-finished. This was, at least, in part, brought about by the extreme scarcity of prime steers, it quite often being the case that if a buyer wanted prime steers it was necessary to get into these heavier weights.

While a handful of prime fed steers reached \$23 to \$24.50 at Chicago with an occasional load reaching \$25, bulk of the choice fed steers sold in a price range of \$18 to \$22, not much volume above \$20. Good grade steers ranged from \$16 to \$18.50, best prices generally obtained for these at West Coast points. Choice fed heifers bulked at \$17.50 to \$18.50, with a limited volume of high choice and prime making \$19 to \$20, and a liberal supply of good to low choice shortfed heifers going at \$16 to \$17.50, some fairly fat but calvy heifers producing poor yields stopping around \$16.50.

Cows were an extremely scarce item for slaughter buyers, some mid-western markets getting only about half the volume of normal, so that prices generally moved up 50 cents to \$1. Utility beef cows sold from \$11 to \$12.50, with commercial making \$12.50 to \$13.50. Canners and cutters brought \$9 to \$11, some high-yielding cutters as high as \$11.50 and \$12. Stock cows, generally with calves at side, sold for \$110 to \$135 per pair.

Stocker and feeder cattle were rather scarce in much of the western area and prices held firm, instances where weighty feeder steers 800 pounds upward brought 50 cents to \$1 more than a month ago.

A small volume of good and choice light yearling stock steer calves were moving at \$19 to \$21.50, a few strictly lightweight calves scaling around 350 to 375 pounds to \$22. Heifer calves were reported in small volume at \$16 to \$18.50. Good and choice 550- to 650-pound stock steers were a difficult item to locate, a few loads going for \$18 to \$19. Heavy feeders of good and choice quality, scaling 800 to 1,000 pounds, sold for \$15.25 to \$16.50, a few around 700 pounds getting to \$17.50.

Speeded up by rapidly drying weather, spring lamb trade in California turned active in the central and southern areas of the state, where over 100,000 stringers were reported under contract at \$18 to \$20, those at \$19 or less sometimes taking a feeder end. A few bands reportedly reached \$22 for early delivery, although the price was unconfirmed. Arizona springers in moderate volume were reported around \$19 to \$19.50 off the range, with a few loads reaching \$22 at Kansas City. Texas spring lambs at terminal markets also reached \$22. Some straight feeder lambs in California were reported at \$17.—C. W.

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Climatological Extremes

Taken from article

By L. H. Seamon and G. S. Bartlett,
Climatological Services Division, U. S.
Weather Bureau, Washington, D. C.

A TEMPERATURE of 136 degrees F., observed at Azizia, Tripolitania, in northern Africa, on Sept. 13, 1922, is generally accepted as the world's highest temperature recorded under standard conditions. Prior to this reading, the record was held by Greenland Ranch in Death Valley, Calif., where 134 degrees F. was recorded on July 10, 1913.

Reports of higher temperatures than 136 F. have been reported from time to time, but they cannot be accepted as official because details on the accuracy and exposure of the thermometer are usually lacking.

The world's lowest temperature, -90 degrees F., was recorded in Siberia at Oimekon in February of 1933, and at Verkhoyansk on Feb. 5 and 7, 1892. However, the difference in the two readings, a matter of tenths of a degree, is in favor of Oimekon.

As in the case of the world's record highest temperature of 136 degrees F., unofficial readings lower than -90 degrees have also been reported. One of the most famous of these was that of Hudson Stuck's minimum thermometer left at an altitude of 15,000 feet on Mount McKinley during the first successful ascent of that mountain in 1913.

The thermometer, a reliable one graduated to -95 degrees F., was found 19 years later in a slightly inclined position with the bulb end uppermost and the index down in the bulb, indicating a temperature lower than -100 degrees sometime during exposure. Owing to the likelihood of vibration, improper exposure and the possibility of other events which may have affected the reading during the instrument's long abandonment, however, this temperature cannot be accepted.

As for record highs, L. M. Nesbit in accounts of his journey through Danakil in northeastern Abyssinia published in the Royal Geographical Society and also in his book "Hell-Hole of Creation" tells of encountering temperatures above 136 degrees F. day after day. Once he mentions temperatures of nearly 170 degrees, and on another occasion gives the temperature as 158 degrees in the shade. Soil temperatures even higher than 170 degrees have been measured and the air near the ground may get almost as hot, but it is doubtful that such air temperatures occur even at a height of only a few feet above the ground.

In the western hemisphere, the lowest official temperature recorded was -87 degrees F. in Greenland at an altitude of 9,820 feet on Dec. 6, 1949. The Greenland Icecap is believed to be the coldest place in the northern hemisphere, with lowest temperatures near -100 degrees F.

Other Extremes

The costliest tornado in this country swept through New England on June 9, 1953, causing damage estimated at \$52,193,000. The longest path, definitely verified, for one of these storms was 293 miles accredited to the Mattoon tornado, which moved over Illinois and Indiana on May 26, 1917.

The most destructive hurricanes, occurring in 1954 and 1955 on the East Coast, are well known. On Aug. 31, 1954, "Carol" was responsible for damage of \$460,000,000, and on Aug. 17, 1955, "Diane" for 3/4 billion dollars.

The most destructive glazestorm in the United States occurred during the closing days of January and on Feb. 1, 1951, from Louisiana to Ohio, with damage in Louisiana and Mississippi alone estimated at more than \$68,000,000. However, wind and freeze were contributing factors to the total damage. One of the heaviest deposits of glaze occurred in eastern New York State on Dec. 27-30, 1942; the coating on wires gave them a diameter of 6 inches.

In the United States, thunderstorms occur most frequently in the Florida Peninsula. Tampa has the greatest average annual number of days with these storms, 86. San Francisco has the least, only two per year. Probably the world's record for such storms is held by Buitenzorg, Java, where they have been observed on an average of 322 days per year.

Lightning is one of the destructive elements associated with thunderstorms. The most damaging lightning stroke of record was that which struck the United States Naval Depot at Lake Denmark, N. M., on July 10, 1926, causing losses estimated at \$93,000,000.

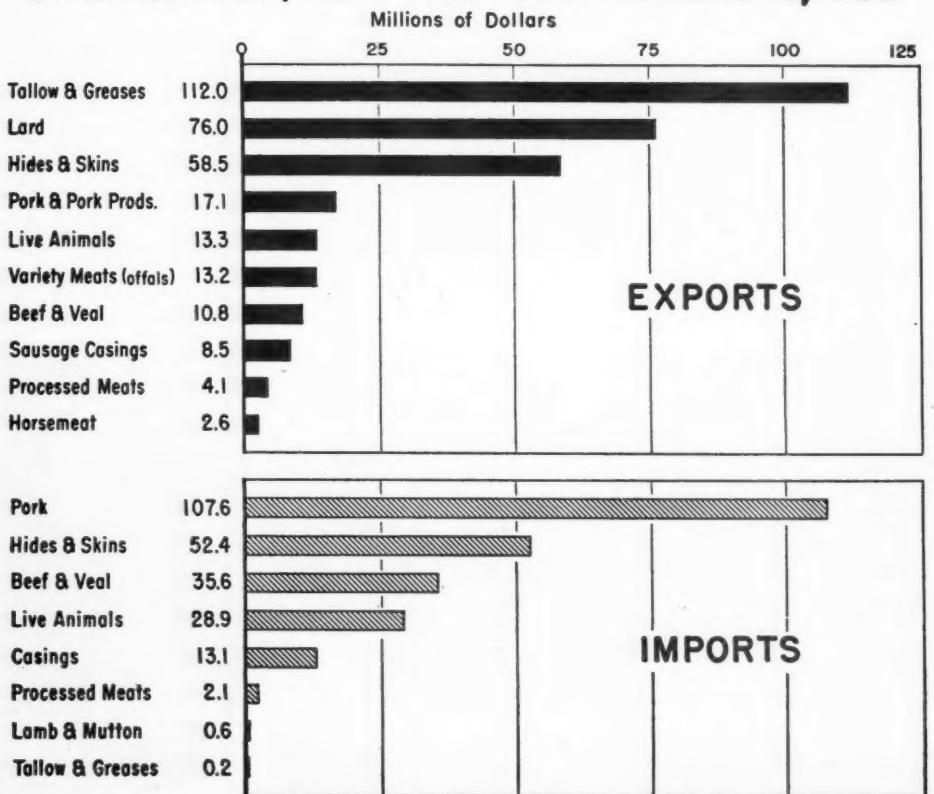
Other record-breaking weather phenomena include a hailstorm which caused \$6,000,000 damage to standing wheat in the Nebraska Panhandle on July 2, 1953. . . . The largest hailstone definitely recorded fell at Potter, Nebr., July 6, 1928. It weighed 1½ pounds.

Rain, Snow Records

The greatest average annual rainfall (calendar year) recorded in the world is 471.68 inches at Mt. Waialeale, Kauai, Hawaii (1912-1949). Perhaps the most famous spot in the world for heavy rainfall is Cherrapunji, India, which held the world's record for many years. A recent check on the rainfall there for a 74-year period gives an average annual value of 450 inches. However, Cherrapunji must be credited with the following records: Greatest amount, any 12-month period—1,041.78 inches, Aug. 1860-July 1861 . . . Greatest amount, calendar year—905.12 inches, 1861 . . . Greatest amount for a calendar month 366.14 inches, July 1861 . . . Greatest amount for five consecutive days—150 inches, Aug. 1841.

The world's greatest rainfall for one minute is 0.69 inch, recorded at Jefferson City Ia., July 10, 1955. The heaviest one-minute rainfall previously

VALUE OF UNITED STATES EXPORTS AND IMPORTS OF LIVESTOCK, MEAT AND MEAT PRODUCTS, 1955



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recorded was 0.65 inch at Opids Camp, Calif., Apr. 5, 1956. The greatest rainfall for a calendar year measured in the United States was 167.97 inches at Glendale, Ore., in 1896.

The least average annual rainfall record in the United States is 1.66 inches (44-year record through 1954) held by Greenland Ranch, Calif. Baggad, Calif., holds the U. S. record for the longest dry period (no measurable rain)—from Oct. 3, 1912 to Nov. 8, 1914, inclusive—767 days.

Here are some snowfall records: Greatest average annual—575.1 inches, Paradise Ranger Station, Rainier Park, Wash. . . . Greatest amount in one season—884 inches, Tamarack, Calif., 1906-07 Greatest depth on the ground—probably 454 inches, measured at Tamarack, Calif., Mar. 9, 1911.

Flakes nearly as big as a saucer were reported to have fallen at Nashville, Tenn., on Jan. 24, 1891. Many years ago the Richmond, Va. Weather Bureau office reported flakes so large that they could hardly be covered with a teacup The cooperative observer at Birchtree, Mo. reported that on Apr. 1, 1909 flakes a little more than 1 inch in diameter fell for about an hour.

"CURIOUS CATTLEMAN"

The cattle business is a strange and exciting job for Ernie Perlstrom of Queen Charlotte Islands, British Columbia, for his cattle are all wild and must be shot before they can be marketed. His range is located 50 miles from the nearest town on the coast and is reached only by driving along the wet beach for 35 miles. Perlstrom uses a jeep equipped with double wheels all around, a power winch and an overhead frame where the carcass can be carried. The dual wheels are necessary to prevent bogging down on the sandy beach. Once on his range, he stalks the animal like any hunter, and shoots it. Then he butchers the animal where it is hung overnight on a tripod he builds. A canvas protects the carcass from insects and predatory animals.

—Gene Sperry

NEW HOME TREATMENT FOR FENCE POSTS

Information for home treatment of fence posts against decay and termites by a simple soaking process comes from the USDA. Round green posts placed standing in a water solution of copper sulfate and then a water solution of sodium chromate allow the two chemicals to diffuse into the posts and combine to form copper chromate—a combination toxic to fungi and insects, practically insoluble in water and one that will not leach from wood set in damp soil. Of 100 pine posts thus treated and set in Mississippi in 1942, only one has decayed. This, in a region of high decay and termite hazard, where the average life of untreated pine posts

is about three years. Average life of hardwood posts also has been considerably extended by the treatment, and the method shows promise of wide application for preservation of wood for farm use.

The chemical solutions are harmful if taken internally and children and animals should be kept away from

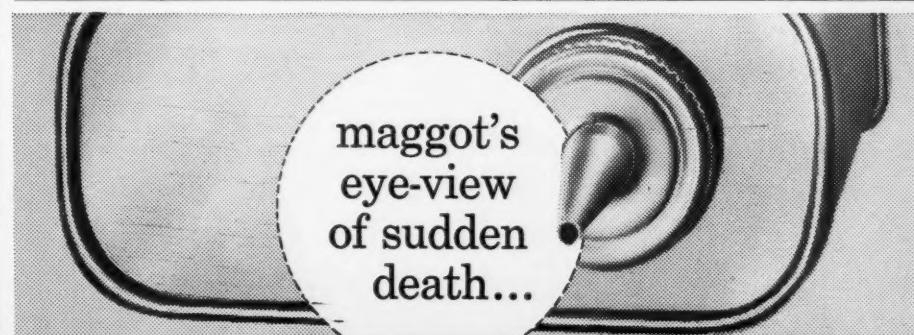
them. Rubber gloves should be worn during handling of the posts, and after the process is complete the chemicals should be dumped into a hole at a distance from wells or livestock ponds, the hole later filled. Full details can be had from the Forest Products Laboratory of the Forest Service, which developed the treating plan.



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questing lowered freight rates; seeking "adequate legislation" concerning auction yards; urged "curbed" meat imports until supply and demand situation improves; urged more beef buying for school lunches; commended the National Live Stock and Meat Board; recommended greater distribution of surplus foods to needy countries; favored eight-to-work legislation.

Speakers included Executive Secretary Rad Hall of the American National Cattlemen's Association.

Virginia Assn. Joins National

The Virginia Beef Cattle Producers Association is the 27th state organization to affiliate with the American National Cattlemen's Association.

Virginia ranks 30th in number of all cattle, 26th in the number of beef cows, with an increasingly important feeder cattle business developing with eastern Corn Belt states. To illustrate the development of cattle production in recent years, the state has 571 per cent more beef cows this year than in 1940. This percentage increase is the largest for any major cattle producing state.

The Jan. 1, 1956, federal estimate of cattle population lists Virginia as having 1,396,000 cattle of beef and dairy types, 769,000 beef cattle and 349,000 beef cows.

It is also developing a feeding business, particularly important because of the state's general proximity to metropolitan centers.

President of the Virginia Association



Examining display beef at the Idaho Cattlemen's Association convention in Boise. Left to right, Leon Weeks, secretary of the Idaho group, and Rad Hall, executive secretary of the American National Cattlemen's Association, who was a speaker at the meeting.

is George C. Palmer II of Riverdale Farms. Other officers include Vice-President Turner A. Gilmer Jr., Lebanon, and Edward L. Felton, Holland; W. T. Reed Jr., Richmond, treasurer; and Allen K. Randolph, Keene, executive secretary. The association offices are at 615 E. Franklin Street, Richmond.

Directors for 1956 include, besides Messrs. Palmer, Felton and Gilmer, F. G. Baldwin, Farmville; H. Lee Boatwright Jr., Somers; Rufus F. Copenhaver, Dublin, J. Hargrave Cunningham, Marshall; P. T. Fitzhugh Jr., La Grange; Harry S. Keister, Greenville; and W. H. McConey, Winchester.

Land Problems Big Issue

Land problems seemed to get the most attention at the convention of the New Mexico Cattle Growers Association in Albuquerque. Several speakers as well as resolutions dealt with this topic.

Elected as president of the association was Dick Snyder, Clayton, who succeeds Sherwood Culberson. Other new officers were Vice-Presidents Buster Driggers, Santa Roas; Phil Harvey, El Paso, Tex.; Giles Lee, Lovington; and Reuben Pankey, Truth or Consequences.

Among the speakers were Don Collins, Kit Carson, Colo., president of the American National Cattlemen's Association.

In their resolutions, the cattlemen opposed H.R. 5550, which would make the U. S. a member of the Organization for Trade Cooperation, since "OTC is dedicated toward reducing tariffs which are already too low."

Endorsed penalty provisions to be included in Congress' soil bank program.

Condemned further withdrawals of land and asked the government to check present reservations and policies with an eye to returning more land to public use.

Opposed the National Wilderness Act, which would withdraw even more land from the public domain.

Urged that recommendations of the Forest Service and State Game Department be recognized in determining whether too much game was feeding on given ranges.

Asked Governor Simms to be prepared to treat grasshopper infested areas and to obtain aid of the Department of Agriculture.

Asked the Bureau of Land Management to "take specific recognition" of the Magdalena stock driveway as being set aside solely for cattle drives.

Opposed any freight rate increases.

Requested the New Mexico Extension Service to set up a small committee of ranchers in each county to work toward proving that brucellosis is not prevalent in New Mexico.

Favored establishment of an animal disease laboratory "somewhere in the western public land states near the center of livestock production."

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National Meeting Planning Starts

Milton D. "Bud" Webb of Phoenix, first vice-president of the Arizona Cattle Growers Association, has been named chairman of the planning committee for the 60th annual convention of the American National in Phoenix early in January, 1957. Assisting Mr. Webb will be chairmen of various sub-committees. They include Charles Wetzler, Phoenix, housing; Stuart Krentz, Phoenix, transportation; Earl Platt, St. Johns, program; Ray Cowden, Phoenix, financial and promotion; Sterling Hebbard, Phoenix, food and entertainment.

Bill Brophy, Phoenix, registration; Steve Bixby, Globe, greetings and pages; Morley Fox, Phoenix, publicity; and Mrs. Edith Knight, Yuma, state CowBelle president, ladies' entertainment.

This group will serve as the executive committee, along with Ernest Chilson, Winslow, president of the Arizona Cattle Growers Association; Floyd Hawkins, Chino Valley, president of the Arizona Farm Bureau Federation; and Lee and Pearl TePoel, managers of the Arizona National Livestock Show. Also expected to be very active in convention planning and arrangements are

Mrs. J. M. Keith and Mrs. Peggy Drumm, secretaries of the Arizona Cattle Growers Association and the Central Arizona Cattle Feeders Association, respectively.

Mr. Webb reports that preliminary planning has already anticipated the largest convention crowd in history. He pointed to the Arizona National Livestock Show, which precedes the convention, and Phoenix's sunshine as "extras" to attract a record-breaking attendance.

shipped in; urged voluntary vaccination against brucellosis. New officers include: John Smartt, McClave, president; Phil Gilbert, Lamar, first vice-president; C. A. Wood, Eads, vice-president; Mrs. Melva H. Busbey, McClave, secretary; Arthur S. Dean, Las Animas, treasurer.

New president of the **Rio Blanco** (Colorado) Cattlemen's Association is Arthur Lammers of Meeker, succeeding B. P. Franklin, also of Meeker. Other officers elected at the annual meeting early in March included Harry Jordan, Meeker, first vice-president; James Dodo, Meeker, vice-president; and H. G. "Si" Berthelson, Rio Blanco, secretary.

During the business meeting, which preceded a banquet for nearly 300 stockmen and guests, the association recommended that stringent penalties be levied in the farm bill for any grazing of soil bank acres, urged that calfhood vaccination against brucellosis be continued instead of using the test and slaughter system, and opposed granting eminent domain powers to the Colorado Fish and Game Department.

The annual meeting of the **Fremont County Stockgrowers Association** was held Mar. 3 in Canon City, Colo. There, Alvin Black of Cotopaxi was elected president; A. W. Dilley vice-president; Clarence Canterbury secretary-treasurer. Speakers at the meeting included Robert Burghart, Colorado Springs, head of the Colorado Cattlemen's Association; David Rice of Denver, the state organization's executive secretary; Fremont County Agricultural Agent Jim Doyle. Around 200 were on hand for the annual banquet in the evening.

Dave Greenwald of Gadsden County, Fla. has been re-elected president of the **West Florida Livestock Association** at a directors' meeting in Quincy. Re-elected with Mr. Greenwald were Vice-President Cortell (Stony) Edwards; Secretary A. G. Driggers; Treasurer Sloan Baker.

The American Sumatra Tobacco Corporation, for which Mr. Greenwald has charge of cattle feeding operations, showed the grand champion carlot of cattle at the 1956 Fat Cattle Show and Sale in Quincy, sponsored annually by the West Florida organization. The event next year has been set for Jan. 15-17.

THE JUNIORS

It is certainly an honor to be serving you this year as treasurer of the Junior association. When I attended the convention in New Orleans earlier in the year I had no idea of the things in store for me. In addition to being elected treasurer of this wonderful organization, I had the added honor of playing host to several of the young men and women who stopped by my home on



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their return trip home. We tried to show them a sample of our methods of cattle and farming operations in the South and they in turn enlightened us as to their operations in the South Dakota area.

We are engaged, at the present, in our state of Louisiana, in trying to get the Juniors organized on a statewide basis. Last month, I appeared before the Louisiana Cattlemen's Association at their annual convention and made a plea for their assistance in getting the Juniors organized. I have received enthusiastic response and hope to have an excellent Junior Cattlemen's Association started in Louisiana by next year.

I am a student at the Cloutierville High School, where I am actively engaged in Future Farmers of America work. For the past four years I have been exhibiting steers at all the livestock shows in our state. I own a 50-acre farm and am planning a diversified farm program along with the establishment of a registered herd of Hereford cattle.

We are receiving some much needed rain, and if the weather becomes warmer our grass should grow rapidly. A sudden freeze this past week nipped our pastures and slowed down all growth. With warmer weather the grass should recover and grow, since the rainfall has been just what it needed.

In closing, may I remind those of you who have not sent in your dues to please do so? You may send them to me at Cloutierville, La., or to Beverly Berry at Belvidere, S. D. Let's all try to attend the convention in Phoenix next year and have some real meetings.—Kenneth D. McCoy, Treasurer.

The Southeastern Colorado Junior Cattlemen's Association was organized Feb. 25 at Lamar, in conjunction with the Bent-Powers Cattle and Horse Growers Association's annual meeting. Nineteen junior cattlemen from Bent, Baca and Otero counties elected officers and adopted a constitution. The officers are: John A. Smartt, president; John McClave of McClave, vice-president; Alma Ann McArthur, Utleyville, secretary-treasurer; Dick Yates of McClave, reporter. The state Junior Cattlemen's advisor, Carl Carlson, and the state group president, Danny Alt of Akron, were present and assisted in forming the association.

The young people voted to send two delegates to the state Junior Cattlemen's convention in Colorado Springs. They also decided to have a summer meeting and field day. All of the 20 members are going to push a membership drive in hopes of doubling the enrollment by the summer meeting.—Dick Yates, Reporter.

SHOW-IT-ALLS

Some people are not satisfied to tell all they know—they just keep on talking.

Booklet Shows Spreads In Grower-Consumer Prices

Charges for marketing beef advanced about the same amount from the last quarter of 1954 to the last quarter of 1955 as they did in the seven years ending in 1955—about one-fourth in each instance.

The farm value of Choice grade beef averaged over nine cents per pound lower in the last quarter of 1955 than a year earlier, whereas retail beef prices were down only about 3.5 cents per pound. This means that approximately three-fifths of the drop in farm value was absorbed by higher marketing costs.

These relationships are brought out in a report "Beef Marketing Margins and Costs," published by the USDA recently.

The report shows that the farmer got 70 per cent of the consumer's dollar spent for beef in 1949; and 62 per cent in 1955. The difference between what the farmer gets and the consumer pays—the "marketing margin"—represents the return to marketing agencies for their services, including such costs as labor, supplies and transportation. Such costs have risen substantially in the last seven years.

The beef study shows that the difference between what the farmer receives for U. S. Choice grade beef on the hoof and what the consumer pays for the meat has fluctuated widely during the seven years 1949-55.

* * *

Kenneth D. Naden, agricultural counsel of the National Association of Food Chains, said at a panel discussion in Omaha:

"Contrary to widespread opinion, the retail price spread for beef remained virtually unchanged from 1952 through 1955."

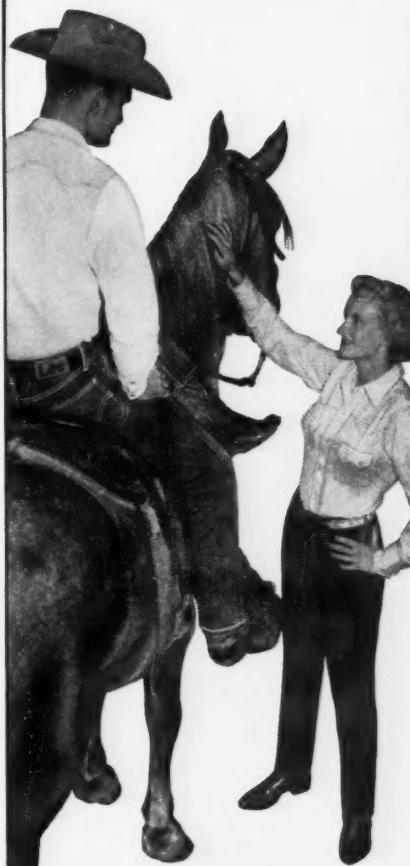
"The price spread or marketing margin for agricultural products has received unusual attention in recent years because of falling farm prices. In spite of many statements of widening price spreads, the retail marketing margin for beef, expressed in cents per pound, has changed very little since 1952. In the recent USDA report "Marketing Margins for Beef," the annual average retail margin per 100 pounds of U. S. Choice grade beef was shown to be \$14.58 in 1952, \$14.23 in 1953, \$13.77 in 1954 and \$14.49 in 1955.

"This stability is also shown in figures for all meat products, published in the 1955 annual report of the Jewel Tea Co., operating 180 super markets in the Chicago area. This company's average retail price for meat in December 1955 was 18.8 cents per pound below the August 1952 high. The average wholesale price for meat paid by this company also fell by 18.8 cents per pound during this period.

LIVESTOCK DEMAND UP

Demand for livestock products is increasing as living standards overseas improve. U. S. exports are favored by plentiful supplies, generally competitive prices and high quality. According to The Foreign Agricultural Trade Digest, July-January export estimate is \$310 million this year—17 per cent over last year's \$263 million. Dairy products, animal fats, eggs, hides and skins are up.

Genuinely Western Tailored, Tapered and Trim



Lee Riders

COWBOY PANTS FOR EVERY MEMBER OF THE FAMILY

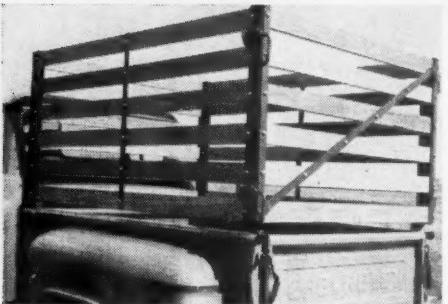
THIS GUARANTEE IS ON THE LABEL OF EVERY GARMENT

They must fit better, wear longer than any you've ever worn—or you get your money back or a NEW GARMENT FREE!

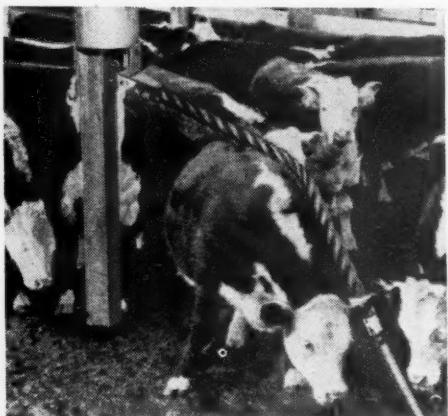
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THE H. D. LEE COMPANY
KANSAS CITY, MISSOURI

NEW ITEMS



This make-it-yourself stock rack includes all verticals, hinges, latches and hardware. The customer furnishes and installs 1x4 lumber to fit his own pickup. Sold by Mustang Manufacturing Co., Box 1377, Amarillo, Tex.



Automatic cattle oiler manufactured by Farnam Equipment Co., 8701 N. 29th St., Omaha, Nebr. The specially treated three-inch marine rope holds a quart of oil when saturated. Cattle entering oiler lift the rope-rubbing element which trips an oil release valve, and a measured amount of oil flows onto the rope wick.



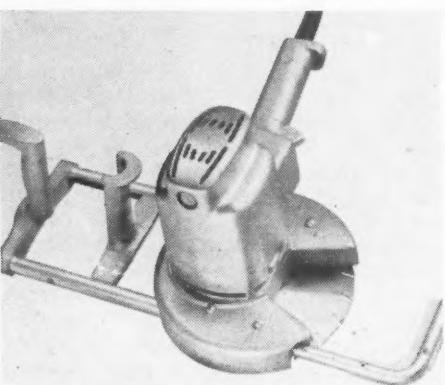
A Lazy Susan silage feeder, consisting of circular revolving feed trough in conjunction with a feed chute from the silo. The trough revolves under the silo chute. An electric motor is

LOOKING FOR WEED ENEMY

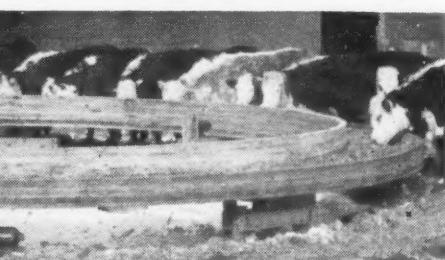
Entomologist G. B. Vogt of the Agricultural Research Service is going to North Africa, the near East, and the Mediterranean area to see if he can find and bring back some insect enemies of halogeton and other noxious weeds. Halogeton is a fast-spreading poisonous range weed. It got a foothold in this country more than 20 years ago and it now infests over 9 million acres in all western states except Washington, Arizona, and New Mexico. It has caused the death of many sheep and cattle and quite a bit of range land has been taken out of grazing because of it.



Auger-type mechanical feeder manufactured by Clay Equipment Corporation, Cedar Falls, Ia. The feeder handles all types of silage, shelled corn, small grains and supplements and is adaptable to most existing feed bunks.



Electric dehorning tool manufactured by Remco Manufacturing Co., 545 North LaSalle St., Chicago. It is an electric circular saw with built-in sliding horn hook for horn removal operation. The tool employs a 1 1/4 h.p. cutting blade. A stop-gauge or "fence" levels the cutting section automatically.



located under the trough connected to one of the eight support wheels. The feeder, 30 feet in diameter, feeds 50 to 75 head at a time.



(Cont. fr. P. 4)

good job, although these are trying times. We can still get by without cattle support by the government if the people will make up their minds. I have been in the business all my life. The main thing is to keep down the overhead expense—and if we can get the moisture we will make it. Our country is in good shape; have had a lot of snow since January.—Curry Jones, Apache County, Ariz.

SUPPORTS WOULDN'T HELP—My check for dues I feel is money well spent. The research program (of the American National research committee) into cattle loss and disease is excellent. It gives our research departments something to get their teeth into and go to work on. Let's continue to keep government supports out of the cattle business. We may be hard pressed or in trouble now, but direct supports would only make it worse.”—William F. D'Ewart, Park County, Mont.

RUNS SHEEP—I sold out of the cattle business in 1950 and stocked my range with sheep. I have maintained my membership with the cattlemen's association because it is one of our best honorable agricultural associations.—J. D. Sagehorn, Mendocino County, Calif.

STILL INTERESTED—The low market and alfalfa aphid have squeezed me out of the cow business but I still would like to get your magazine.—S. Robt. Culbertson, Ventura County, Calif.

KEEPING UP—I have no cattle now and I am sick most of the time, but have been associated with cattle and cattle people the most of my 75 years and still enjoy keeping up with them and their business, especially these days with the many problems confronting them.—C. L. McKinney, Pima County, Ariz.

IS FAT COLOR IMPORTANT?—We on the range butcher beef right off grass and find it as good as any we can buy in butcher shops or restaurants. But packers maintain that no matter how fat a steer is on grass he must be fed at least 60 days to change the color of the fat. I wonder if the public cares about the color of the fat? They could have good meat cheaper if as many as possible were butchered off grass and we would have a lot less pounds of meat to dispose of. Another market that seems to have disappeared is the killer market for milk-fat weaner calves. They used to command quite a premium over yearling stuff but not so any more. If we could get a few cents a pound extra for that class of stuff, we could afford to sell quite a few of them as fat weaners and relieve the surplus considerably.—L. R. Falen, Malheur County, Ore.

NEW FARM PLANS

The James F. Lincoln Arc Welding Foundation, Cleveland 17, Ohio, has prepared to date 24 plans of various items that can be made on the farm. Recent plans include an adjustable roller saw horse, a welding rack and a self-feeder for lambs. Drawings, bill of materials and suggestions for making are available at small cost from the foundation.

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ODUCER

Meat Board's Work

With prospects for another year of record-breaking meat production in 1956, the National Live Stock and Meat Board's program of education and promotion on meat has been stepped up to a new all-time high.

Supplies of meat continue to increase, with output for 1956 predicted at 27.7 billion pounds, three percent greater than 1955. Much of the Board's work is thus geared to coordinating and assisting in promotional efforts of all segments of the industry to move meat into consumption.

At least two major factors are seen as contributing to the continued upsurge of the Board's promotional efforts for meat.

One is the growing trend among livestock associations and other industry organizations not only to extend their approval and support but to participate with the Board in promotion and consumer education work. The other is the increasing financial support being accorded the Board.

Through its many established services and facilities, the Board has cooperated fully to assure the success of these local undertakings. It is being called upon to a far greater extent than ever before to supply quantities of special printed material—charts, posters, booklets, leaflets, manuals, recipe books and folders—as well as meat copy for newspapers, broadcasting and telecasting scripts, films, promotion ideas and suggestions.

In addition, the Board's staff members are participating in as many of the local projects as their schedules will allow.

As part of its stepped-up promotional activities the Meat Board was instrumental in the formation last summer of the National Meat Promotion Committee, set up to coordinate promotion campaigns for meat. Carl F. Neumann, general manager of the Board, is chairman of the committee, which is made up of representatives of all segments of the industry. The idea behind the group is that special campaigns for the different meats will be more effective if they do not conflict.

Services of the Board include: meat copy regularly to some 2,000 newspapers in the nation, meat scripts for 1,700 radio homemaker programs, weekly illustrated script services to homemaker programs on 130 television stations, a 15-minute daily radio transcription service on meat which is being used by 47 stations in 23 states and will be greatly expanded during the current year, and TV live meat education programs, color movies on meat, cooking schools, educational meat exhibits, were visited by 6½ million people from all walks of life.

It is significant that all the Board's promotional and educational work is based securely on the solid ground of research.

AMI TO OPEN CAMPAIGN IN BEEF IN 12,000 SUPERS

American Meat Institute will launch an ambitious beef promotion campaign in 12,000 super markets in the country beginning Apr. 15.

The institute has earmarked \$300,000 for the program. Point-of-sale full-color posters will be spotted in the stores while large color ads will be placed in several national magazines.

AMI claims a similar campaign increased sale of pork products 25 to 30 per cent.

BROWNFIELD WOULD MAKE CONGRESS RESPONSIBLE IN LAND WITHDRAWALS

At the meeting in Washington, D.C., of the National Advisory Board Council for grazing, Chairman A. D. Brownfield, Deming, N. M., former president of the American National Cattlemen's Association, said Congress should assume more direct responsibility in withdrawals of land and should limit their size. He added that members of the Council think unlicensed wild burros and abandoned horses now competing with stock for forage on federal range should be classified as useless so the BLM can work with other agencies in removing them.

"With respect to the Small Watershed Act," he said, "we would like to see states give representation of the Department of the Interior on the sponsoring groups for the small watershed program since Interior is responsible for so much of the land in these watersheds."

He said the proposed legislation to move stock off the public range is dangerous and would result in forcing large numbers of stock on the market, causing reduced prices and hurting the industry as a whole.

Safeway Discontinues Cattle Slaughter Operations in Two California Plants

SAFEWAY Stores, Inc., has discontinued cattle-slaughtering operations at its San Francisco and Los Angeles plants with the sale of nearly 15,000 head of cattle. Safeway's president Milton Selby said that at the time of the sale, the cattle were either being held for slaughter or were on feed, destined for slaughter at Safeway's Zenith Meat Company plants in San Francisco and Los Angeles. The J. G. Boswell Co. has subleased the San Francisco plant from Safeway and expects to sublease it to James Allan & Sons, who are now continuing slaughter operations at that plant for the Boswell Company. Selby said slaughter operations at Los Angeles had been terminated. "Those portions of the Los Angeles plant that have been used for slaughtering will be converted for sausage processing."

Beef Boosts

The 1956 "Beef for Father's Day" campaign is enlisting the cooperation of nearly 300 local, county and state CowBelle units. Mrs. J. T. Wadlow, Whitewater, Colo., National CowBelle beef promotion chairman, reports that initial material is being mailed and that merchandising aides such as stickers, posters, menu tipons, etc., are being prepared for distribution well before June 17.

* * *

Bills to create a beef sales promotion campaign have been introduced in both branches of the California legislature. The measures would assess cattle raisers 10 cents a head on livestock sales to finance the program. Initiation of the program would require approval of 65 percent of the producers. Estimate is that assessments would bring in about \$400,000 a year.

* * *

The alert Campbell Soup Company—which has boosted sales of its product tremendously with recent campaigns for soup-for-breakfast, soup-on-the-rocks—has now placed major advertising emphasis behind "souper burgers."

Full-page, color ads in four leading magazines feature four recipes using ground beef in combination with such Campbell soups as onion, chicken gumbo, mushroom and tomato. Headlined as a "tempting new idea," the campaign is expected to sell great amounts of ground beef, rolls and, of course, soup. The campaign is the result of conferences between stockmen and Campbell home economists and sales experts nearly two years ago.

* * *

Thirty-five million people are expected to see beef featured as "nothing finer in American taste" in a \$3 million advertising campaign of Calvert Distillers which will employ major magazines, 500 newspapers, billboards and point-of-sale material.

Forest Noel of the National Beef Council said, "It is gratifying that Calvert has selected beef for the first concentration in its appetite appeal ads, for surely beef is basic to the American appetite and indeed exemplifies the theme, 'nothing finer in American taste.'"

* * *

Further study of a national meat advertising plan was recommended at a special parley of stockmen, packers, marketmen and representatives of the governors of major cattle states in Omaha Mar. 20-21.

Called by Governors Hoegh, Iowa, and Anderson, Nebraska, the group considered proposals to establish a national meat council as collection and disbursement agency for such groups as the National Live Stock and Meat Board, the National Beef Council and the sheep industry. Enabling national

(Continued on Page 33)



LADIES' CHOICE



Through a Ranch House Window

By Dorothy McDonald

There's no time nor space this month for the pleasant little visit that I sometimes have with you. In some ways, of course, I miss it. But it's in a very small way, for actually I am very happy when so much news comes to the Chimes desk. That way, we feel that we at Chimes are serving you; are being the link between the National CowBelles and all the far state and county groups that make up the organization. I was especially happy this month to have several interesting reports on state Beef Promotion projects to share. I hope they will prove useful to other groups, or suggest similar ideas that we might try. This is going to be a BIG year in beef promotion . . . because we're going to make it so.

* * *

State chairmen are doubtless already knee-deep in plans for Beef for Father's Day projects. I've just been looking over the fine suggestion sheets sent out by Mrs. Wadlow. The time from now to Father's Day is measurable in weeks, so it's time we all were using Mrs. Wadlow's suggestions, and coming up with a few original ones of our own. Last year, under the very marvelous campaign put on by the 1955 committee, the idea progressed as far as most people thought it would in three or four years. So it's up to us to work as hard again this year, I guess, so the idea of "Beef for Father's Day" will be as firmly entrenched in the American mind as Mother's Day carnations.

Good luck . . . and good publicity . . . to you all.—D. M.

These Are Your Officers



Mrs. Trego

Mrs. M. E. Trego, our first vice-president, was Nebraska's first CowBelle president. Thelma is a true Nebraska girl, having been born and raised on a ranch in that state. She went to rural and high schools in Lincoln County. In 1930, soon after receiving her diploma from a business college in

Denver, she married a young rancher, Mose E. Trego. In the depression years that followed, the young couple, like everyone else, had little cash, but were richly blessed with good friends and

neighbors. Thelma's love for horses and her ability to ride came in very handy. Riding horseback was not only fun, but cheap transportation. Then, too, young Mose Trego found it came in handy to have an extra cowpoke around.

Thelma Trego has always been active in her community. She is past matron in Eastern Star, served for two years as district supervisor, and is on her third year as grand representative of the order. She is a member of the Presbyterian Church of Sutherland, and is now superintendent of the Sunday school department.

Several years ago when the leader of the 4-H Baby Beef Club moved to another state, Thelma was asked to take his place. Although it's quite a job for a woman, she was the leader for two years. The 16 boys and girls made such a good showing at the county fair that Thelma was awarded a free trip to "Club Week" at Lincoln.

The Tregos have two children—a married daughter, JoyLee Sall, and a son, Gary, a senior in high school.

Their ranch home beams with the warmth of friendliness and hospitality, for Thelma Trego is a homemaker and a friend as well as a fine public-minded citizen.

* * *



Mrs. Houck

Our vice-president, Mrs. L. R. Houck—Nellie to all her many friends—is the wife of Lieutenant Governor Houck of South Dakota. She lived as a child in what is now a ghost town, north of Gettysburg. It is always spoken of affectionately as "old LeBeau," and was then a thriving cattle town where the Diamond A, Matador and DZ ranches, with others, shipped their beef to eastern markets.

When Nellie was a little girl she could, more often than not, be seen astride a fat buckskin pony along the streets of LeBeau, or with her father, Frank Boehmer, and the men of the range, galloping along having the time of her life.

In 1928 she was married to Roy Houck, who also could boast a ranching background. They soon acquired a small herd, and through the years have built up what they call the Triple U Hereford Ranch, where they raise

registered Herefords and Palomino quarter horses. The ranch is a family affair, with Mr. and Mrs. Houck, and the children—Tom, Jerry, Barbara and Kay—operating it.

Nellie is active in civic and social affairs. She is a member of the Gettysburg Literary Club, the OES and other organizations, and was president of the South Dakota CowBelles in 1954-55. Her activities are many and varied, both at home and abroad. She also finds time to keep the records of every animal on the ranch.

Where Nellie Houck is, there may be found courtesy and good neighborliness. Without ostentation, she is one in a million.

* * *



Mrs. Dekle

Our other newly-elected vice-president is Mrs. N. H. Dekle, whom many will remember as president of the Louisiana CowBelles and a charming hostess at the New Orleans convention. A staunch supporter of the CowBelles, Clelie Dekle is a charter member of the

American National, the Louisiana, and the Iberville-West Baton Rouge group, where she formerly resided. She served the National in 1955 as a member of the nominating committee.

Clelie Dekle was born and reared in the very parish where she now lives; for her it was like coming home when she and her husband moved into their new home on Rebecca Plantation just south of Plaquemine on the River Road.

Mrs. Dekle's chief interest is her home and family. Helping her husband with the livestock business and keeping records for him is part of her work. However, she is keenly interested in all the affairs of her small community. She enjoys garden club work and working with 4-H clubs, and she and her husband started a 4-H calf project in West Baton Rouge, their former home. She is enthusiastic about the international fellowship program sponsored by the Louisiana Home Demonstration Council. They sponsor a foreign visitor or home economist's visit for one year. She visits Louisiana homes for six months and studies at Louisiana State University for one semester. Mrs. Dekle has served on this committee for four years, the last

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Notice

Small red-and-white "Beef for Father's Day" stickers may be ordered from Mrs. Wadlow, Whitewater, Colo., for 85 cents per thousand. Large black-and-white window stickers are \$9.50 per thousand, \$5 for 500 or \$1.25 per 100. Order them, buy them, use them!

two as chairman. The group has so far sponsored visitors from Germany, France and the Netherlands.

The Dekles have one son, J. D. Weldon, who with his wife lives in Pampa, Tex. He is a mechanical engineer with Cabot Carbine Company. The Dekles are proud of him and his charming wife Gloria.

* * *

These three ladies, together with Mrs. Dressler and Mrs. Bankofier, whom you met on these pages last month, will guide the affairs of the National CowBelles during 1956. I think we all can feel that they will do a fine job.

Next month we'll start to meet some of the new state presidents. So if your state elected or will elect new officers this year, won't you see that we have a chance to meet them? A brief biographical sketch similar to these, and a picture, will help us all to know them better when we meet face-to-face in Phoenix not so many months from now.

American National CowBelle Chimes

Vol. 4, No. 4

April, 1956

President—Mrs. Fred H. Dressler, Gardnerville, Nev.

Vice-Presidents—Mrs. M. E. Trego, Sutherland, Nebr.; Mrs. L. R. Houck, Gettysburg, S. D.; Mrs. N. H. Deckle, Brusly, La.

Secretary-Treasurer—Mrs. Roy Bankofier, Fernley, Nev.

Editor—Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

A MESSAGE FROM YOUR COWBELLE PRESIDENT

My husband and I attended the Western States Meat Packers Association convention in San Francisco on Feb. 16. We were guests at the breakfast given in honor of Secretary of Agriculture Ezra Taft Benson. A group of California CowBelles had a meeting in the afternoon; they are very active in beef promotion.

From San Francisco I flew to Salt Lake City to attend the Utah Cattle and Horse Growers Association convention. The Utah Belles held their convention at the same time. It was really a thrill upon my arrival at the airport in Salt Lake City to be met by Presi-

dent Mrs. M. H. Williams and her husband and Mr. and Mrs. Clair Winterton. I enjoyed every minute of my stay.

The Utah Belles are very active. The luncheon programs put on by different county groups were especially delightful. Table decorations were unique, with sagebrush-based billboards featuring such slogans as "CowBelles' Very Own, Use it, Give it, Sell it, Quote it, Nothing better," and many other clever ones. Guest of honor was Mrs. Lavin Fugal, "American Mother of the Year," who in her message read the poem she had written especially for the CowBelles. The Utah Belles are selling a good number of the Beef Cookery books and I appreciate their contribution toward the National beef promotion program.

This year we are again working on a beef promotion program. Mrs. Jack Wadlow of Whitewater, Colo., is chairman, with Mrs. R. J. Hawes, 231 Blue Lakes, Twin Falls, Ida.; Mrs. M. H. Williams, 237 E. Center St., Provo, Utah; Mrs. Sylvan Friedman, Brusly, La.; and Mrs. Lee Perkins, Richmond, Kans., as her committee. Write them if you have any promotional ideas.

Mrs. M. E. Trego, Sutherland, Nebr. is National membership chairman and she will appreciate any help you can give her in increasing our membership.

Mrs. N. H. Dekle, Box 53, Brusly, La., is in charge of the scrapbook. Do send her any pictures or articles you may have—and it would be a big help if these were sent in soon after publication.

Order your "Beef Cookery" books from the committee — Mrs. John Guthrie, Rt. 4, Porterville, Calif.; Mrs. Clyde Carlisle, Box 1005, Porterville, Calif.; Mrs. Dave Robinson, Coleharbor, N. D. or Mrs. Fred Wojahn, Sentinel Butte, N. D.

My very best wishes to you all.

Mrs. Fred H. Dressler,
President

BEEF PROMOTION

NEBRASKA: Nebraska is "the Beef State." It says so on the license plates. February was set by the Nebraska Beef Council and proclaimed by Governor Anderson as Beef Promotion Month, and the Nebraska CowBelles assisted in the promotion. Mrs. Chester Paxton, their president, and Mrs. Furman, secretary-treasurer, sold "Beef Cookery" books at a leading Omaha store during "kick-off" week. At the same time a beef cookery demonstration by a food demonstrator, Miss Betty Abbott of WOW, was going on in a large street window of the store. The Omaha Chamber of Commerce gave a beef dinner which was attended by many well-known people, including Miss Universe (Hellevi Rombin of Sweden) and the McGuire Sisters. Bern Coulter, President of the Nebraska Stock Growers, was the principal



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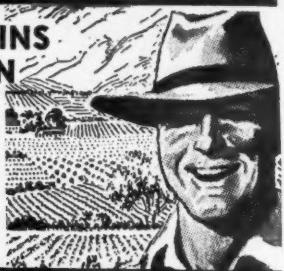
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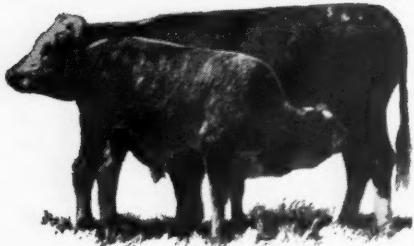
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speaker. A calf purchased by the Nebraska Beef Council was auctioned. The highest bidder was Arthur Godfrey, and the amount he bid was matched by Arthur Stortz of Omaha, receipts going to the Heart Fund. The calf was given later to the winner of a contest sponsored for 4-H and F.F.A. boys and girls. Mrs. Paxton presented a copy of "Beef Cookery" to Miss Universe. She also appeared on many radio and television programs in Lincoln and Omaha during the week. In North Platte, posters and recipes were distributed and beef preparation featured on local stations. In many towns, radio stations gave free time, beef was featured through local club activities and numerous cafes featured the recipe "Colorado Casserole" from the American National cookbook. It was a good start, and with the Nebraska Beef Council and nearly a thousand Nebraska CowBelles pushing it, how can it fail to gain momentum as the months go by?

—Mrs. Bernard Briggs

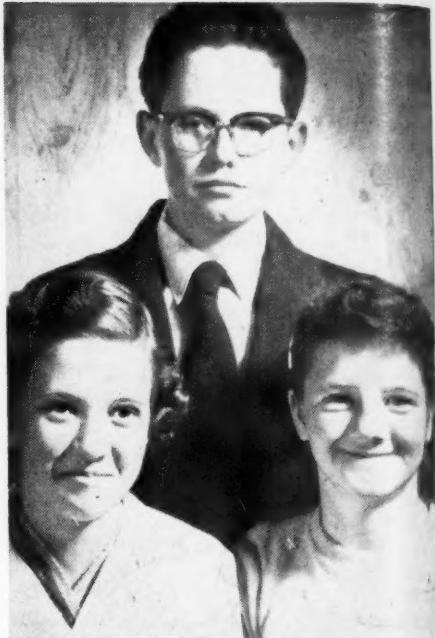
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NORTH DAKOTA: The North Dakota CowBelles have come up with the suggestion, "Drink Beef for Health." As either a hot drink, from a cup of hot water and a bouillon cube, or a refreshing hot-weather drink of jellied consomme poured over ice and known as "beef on the rocks," this beef extract contains the same rich proteins, vitamins and minerals that other beef products do. Once introduced to this "cup of beef," many men, women and students will be glad to try it again—especially in the evening, to replace stimulating beverages. The beef promotion committee in North Dakota is combining this idea with another in its efforts to contact the consumer directly. The Chamber of Commerce in one of the larger cities was contacted for dates of conventions to be held there, and several of the organizations contacted. The CowBelles will hold a series of teas or coffee hours at many of these conventions. The ladies of the D.A.R. will be first to be guests at such a "Beef Tea" their last convention day. They will also be shown a beef promotion display and receive "Who's Beefing" recipe folders. We feel this type of contact at various state conventions has great possibilities and the beef drink will work in very well with it.

—Sheila C. Robinson

* * *

CALIFORNIA: Our project for 1956 is for beef education in the schools. Each county group has been requested to contact the school superintendents and home economics teachers and to introduce either beef recipes or a copy of Beef Cookery into each of the county schools. . . . Also, to donate either beef or funds to be used to purchase beef in the home economics departments, as we understand some of the school budgets do not allow enough per student to buy much meat for class



Winners in essay contest sponsored by Fremont County (Colo.) CowBelles and stockgrowers: (L. to r.) Carol Dilley, Garden Park School, Canon City, first; Johnny Pierce, Cotopaxi Consolidated School, Cotopaxi, second; and Dixie Crown, Howard School, Howard, third place.

projects; therefore the students do not get a chance to learn the proper methods, cuts, etc. This project originated in Santa Barbara County, with Tehama County following.

—Freda Owens,
President

* * *

Invitations are now in the mail for the quantity beef cooking demonstration prepared by Mrs. Mabel Harris, dairy industry home economist, as mentioned in the last issue of Chimes. These are being sent to all the cooks in elementary, high schools, and junior highs in Tulare County. They are being sent to clubs, lodges, churches and parochial schools. Committees of CowBelles will see that transportation is provided for these cooks and home ec. classes. The cattlemen and CowBelles have been most cooperative in donating the beef and other ingredients for the six recipes to be shown. They will be planned around ground beef, stewing beef and less expensive cuts, keeping in mind the school budget.

Tulare County (Calif.) CowBelles
—Sue Moore, Chairman
Tulare County (Calif.)
CowBelles

* * *

WASHINGTON: Columbia County CowBelles have been giving our cook-book to each of the school cafeterias in the county; also to the high school home ec. department. We placed one in the city library. Our main project, however, is to present each new first-time bride in our county with a book and other beef literature. On the inside leaf we write a brief, warm per-

sonal note she will keep her mother step by step.

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—Mrs. John Harting,
President

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These are some of the reports that are coming in on what other states are doing. What is your pet project? Do not forget to include emphasis on our own cookbook, "Beef Cookery," whenever possible. A note from Mrs. Guthrie, chairman of that committee, reports that our distribution as of Mar. 1 had almost reached the 19,000 mark. We picked up a big plum on Mar. 5 as Safeway Stores ordered 1,000 books for their Denver division. We can help the consumer, our industry and the National CowBelles by keeping these books moving.

HERE AND THERE WITH THE COWBELLES

After the breakfast for Secretary Ezra Taft Benson attended by more than 600 California Cattlemen and CowBelles in San Francisco on Feb. 16, the CowBelles had an executive board meeting, with 35 members present. Our National president, Mrs. Fred Dressler, was introduced, and promised the support of the state group to put over the state and National membership drive now in force. Mrs. John Guthrie, beef cookery chairman and past president, gave a brief report on the cookbook, showing that California leads in sales. Mrs. Jake Schneider, past president of the state group, and Mrs. Lyman Willard of Red Bluff reported on the California state scholarship established this year for the 4-H girl with the best beef project. This \$100 award will be presented during the Junior Livestock Show at the Cow Palace in the spring. Mrs. Howard Reamers, Clarksburg, reported on the progress made on the CowBelle booth at the State Fair; also the CowBelle Day, with each county expected to have an exhibit. The California CowBelles contributed \$25 to the Red Cross relief fund for the Yuba-Sutter flood, and many of the CowBelles sent food and clothing for the flood victims.

—Freda Owens,
President

* * *

NORTH DAKOTA CowBelles honored the state convention of the D.A.R. at a tea on Washington's Birthday in Dickinson. This was the first of a series of such teas planned as a beef promotion project (see report in this issue) and was very well received.

OKANOGAN COUNTY (Wash.) CowBelles elected the following officers at their annual meeting in February: Mrs. Roland Sackman, president; Mrs. Wm. Fancher, vice-president; Mrs. T. J. McCain and Mrs. Wm. Roberts, secretary and treasurer, respectively. The poster contest was re-

ported on, and later the ladies adjourned to attend the cattlemen's meeting and the banquet that night.

SAN DIEGO (Calif.) CowBelles hosted their husbands at a semi-formal dinner dance in one of the smart supper clubs on Mar. 17.

The third quarterly meeting of the South Dakota CowBelles was held at Kadoka Mar. 8 and 9. Sixty ladies attended a tea in their honor the afternoon of the 8th. A business meeting was held next morning and plans for the annual convention were completed. The "Beef for Father's Day" committee discussed promotional ideas with the members. Mrs. Lewis Reynolds, National membership chairman, collected a number of National memberships.

Among the CowBelles who attended the South Dakota Beef Council meeting on Mar. 9 were Mrs. Baxter Berry, Mrs. Chas. White and Mrs. Louis Beckwith. They heard a report of Ed Karlen on the National Beef Council meeting held in New Orleans.

Officers of the Utah State CowBelles met at a recent business luncheon in Spanish Fork to plan the year's program. Additional officers were named to the executive committee and major projects—membership, beef promotion, public relations and advertising—were discussed.

The Southwestern (Colo.) CowBelles held their monthly meeting and annual election of officers at the Paul Callovay home near Mancos on Mar. 13. Report was made of the winners of the "Calf to Counter" essay contest. Sherman Zwicker and David Rich were winners, with Dorothy Mauler and Allen Tracy given honorable mention. A report was given by Lila Zwicker on the Western Colorado CowBelle Council meeting in Grand Junction on Feb. 15. Plans were made to hold a chuckwagon dinner featuring barbecued beef. Next meeting will be Apr. 10 in Cortez.

A NOTICE TO ALL STATES

The Colorado CowBelles have given us a challenge. If the other states will contribute proportionately, the Colorado ladies will give us \$500 for beef promotion. This means about 50 cents a member. We cannot let this wonderful offer go by; we must try to meet it. Please consider it seriously—no matter how small or large you are, no matter how small or large your membership. This is an opportunity to accomplish a great deal in one of our main projects—the promotion of beef. It is my sincere hope that all states will cooperate in this program.

—Mrs. Fred H. Dressler,
President



Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.25, postpaid.

CATTLE BLANKETS

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



NECK CHAINS EAR TAGS

Several kinds to select from. Write for prices.



1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.

Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser.
—Write for it.

BREEDERS SUPPLY CO. COUNCIL BLUFFS IOWA



CALF CHUTE

The famous Teco Calf Chute is unique because of the ease, speed and safety with which it handles calves. Rear swinging gate opens with slight pull of extension panel. Narrow squeeze bar exposes more of calf's side, yet holds securely. One-pull tilt and squeeze feature.

Write today for full details and prices, and name of nearest dealer.

THOMPSON & GILL, Inc. Madera, California

Please send me complete information on the following TECO equipment.

- Calf Chute Horn Weights
 Cattle Squeeze Gate Hardware
 Cattle Stock Branding Irons & Heaters

Name.....

Address.....

City..... State.....

The Brangus Breed

By C. Faye Bennett

BRANGUS, as the name implies, is a breed of cattle developed from a blend of Brahman and Aberdeen-Angus blood. The term Brangus describes an animal that has $\frac{3}{8}$ Brahman and $\frac{5}{8}$ Angus blood.

Brangus is a registered trade name and is recognized by the U.S. government. The breed was first shown in competitive classes in the San Antonio Livestock Exposition in 1950 and since that time it has appeared in numerous shows over the country. The registration rolls of the Brangus breed are only a few years old but the sleek and shining animals behave well under the halter. Numerous auctions offering both Brangus and foundation stock have been held in various parts of the country.

In appearance, the Brangus resembles his Aberdeen-Angus ancestors. He has fine, short black hair and is naturally polled. From the Angus side of the house come the splendid beef type conformation, uniformity of depth and thick, smooth flesh. The increased size is, perhaps, the most noticeable difference. Mature Brangus bulls in show condition weigh 2,000 pounds or more; cows weigh 1,600 pounds or more. Commercial cattle crossed with Brangus bulls are said to increase the weight of weanling calves by 50 to 75 pounds.

From its Brahman ancestors the Brangus has inherited such survival qualities as early maturity and disease resistance, the ability to forage in the sun and travel long distances to water. The Brangus has a muscular membrane between its hide and flesh that makes it easy to dislodge insect pests. Brangus

calves, like Brahman calves, are small at birth, but the good milking qualities of the Brahman cow insure a large calf at weaning.

In size and weight, Brangus cattle are comparable only to other breeds of cattle carrying Brahman, or Zebu, blood. In developing the breed, care has been taken to select the middle-of-the-road breeding animal that is neither tall and rangy, nor extremely low-set. The ideal Brangus is described as one that can walk long distances easily.

The foundation stock required to produce Brangus includes purebred Brahmans, purebred Aberdeen-Angus, half-bloods, quarter-bloods, and three-quarter-bloods. For the first cross, Aberdeen-Angus cows and Brahman bulls, or Aberdeen-Angus bulls and Brahman cows may be used. The result is 50 per cent Brahman and 50 per cent Angus. Quarter-bloods are the result of crossing a half-blood individual (cow or bull) with a purebred Aberdeen-Angus (cow or bull). A three-quarter-blood is the result of crossing a half-blood individual (cow or bull) with a purebred Brahman.

Once the intermediate blood has been established, the true Brangus may be produced by one of two methods. A quarter-blood may be mated to a half-blood, or a three-quarter-blood may be mated with an Angus. When a three-quarter blood bull is obtainable, many breeders prefer this method as the Brangus is thus produced with a single step.

The official herd book of 30,000 registered cattle of the American Brangus Breeders Association began in 1949 when the breed was officially recognized.



Clear Creek Perfection, past champion Brangus female, owned by Clear Creek Ranches, Grenada, Miss., and Vinita, Okla. Brangus cattle are three-eighths Brahman and five-eighths Aberdeen-Angus. The American Brangus Breeders Association has 550 members and there are 25,000 registered cattle in its herd books.

nized. Many years of research and experimentation by U.S. government officials and individuals have gone into the search for the best blood percentages to be used in building the breed.

In 1942, Frank Buttram of Oklahoma City and Raymond Pope, a graduate of Oklahoma A&M College, formed a partnership to develop the Brangus breed. With an original purchase of 4,600 acres of land and 900 Brahman cows and some registered Aberdeen-Angus bulls, Clear Creek Ranch was founded at Welch, Okla. It was soon discovered that Brahman cows were so scarce that it was advisable to use Brahman bulls on Angus cows. In nine years a herd of 2,000 vigorous black cattle roamed the grassy blue-stemmed slopes at Welch and a newly acquired cowland at Grenada, Miss.

"From the very first," says Raymond Pope, "the results were satisfying and profitable. The alert, half-blood weanling progeny were almost as large as their mothers."

The American Brangus Breeders Association, which was organized in Vinita, Okla., in 1949 with a membership of 54 members, has reached a membership of 600. Enrollment includes members from 35 states and Canada, Bolivia, Venezuela, Mexico, Costa Rica, Paraguay, Argentina and Colombia. There is a wide demand for Brangus breeding stock in countries from South America to Canada.

The Brangus Breeders Association keeps records of all registered Brangus cattle, and also a record is kept of the history of intermediate breeding stock. All cattle which the breeder considers suitable for enrollment must be approved by an officially qualified appraiser.

The association is self-supporting and derives its income from life membership fees, \$10, and transfer and registration fees at \$2.50 per animal. Association offices are at Vinita, Okla. Jesse Dowdy is executive secretary and L. F. Sirianni is president.

WASHINGTON HORSE SHOW

May 25-27 are the dates of the Washington State College sixth annual open horse show — largest of its kind in America. The event is sponsored by the WSC department of animal husbandry and produced largely by students in the department, horse husbandry and Lariat Club. It draws horses and exhibitors from all West Coast states, and features competition for all breeds of saddle horses.

JUNIOR GRAND NATIONAL

During the five days of the Grand National Junior Livestock Exposition in San Francisco, late last month, 1,090 young exhibitors from 40 counties in Oregon, Nevada and California showed 2,637 head of beef and dairy cattle, fat lambs and market hogs. Included were 583 beef cattle and 253 dairy and dual-purpose cattle.

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MONTANA SHOW WINNERS

The grand champion steer of the open show at the Montana Winter Fair in Bozeman, Mont., Mar. 10-17, was a 1,110 pound Angus shown by Larry Cooper, Jr., of Cool Water Ranch, Belgrade. Gary Andrews of Melville exhibited the junior champion steer, named reserve grand champion of the show, and also an Angus. The top animal sold for 47 cents a pound, the reserve at 35 cents.

CK SALE AVERAGE \$1,059

Purebred and commercial Hereford breeders from 13 states invested a total of \$86,830 (average, \$1,059) on 82 lots offered for sale at the CK Ranch, Brookfield, Kan. The 63 bulls returned \$76,180, averaging \$1,209; 19 females averaged \$562, totaled \$10,670. The sale topper was a bull which brought \$6,500; the top female of the sale went to Hays Mitchell of Marfa, Tex., for \$1,000. Matthews Land and Cattle Co., Albany, Tex., was one of the heavy buyers.

ALABAMA FIELD DAY PLANNED

The sixth annual Beef Cattle Field Day and Performance Test Bull Sale is set for May 2 at the beef cattle research unit, API Agricultural Experiment Station, six miles north of Auburn, Ala. The morning program will include inspection of breeding herds and a tour of pastures. The sale will be held in the afternoon and offers 64 registered Angus, Hereford, Polled Hereford, Shorthorn and Polled Shorthorn bulls at public auction. Last year, 39 bulls on test brought a total of \$14,060 at the sale for an average of \$360.51 per head. The top animal, a Polled Hereford, sold at \$810. More than 700 breeders and visitors attended the 1955 sale.

ADDED TO HEREFORD REGISTER

The American Hereford Association announces placement of 10 bulls and 13 females in its 1956 listing of the 40-



Don Dunham, national president of the Future Farmers of America, is pictured riding herd on his Shorthorn cattle at the family farm near Lakeview, Ore.

BULLS

FOR SALE AT PRIVATE TREATY

FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin
Meeker, Colo.

WE HAVE: 12 coming 2-year-old bulls; females from yearlings to 3's, with calves at foot. Will breed any old enough.

F. E. MESSERSMITH & SONS, Alliance, Nebr.

"Our Herefords build the beef where the highest priced cuts of meat grow."

CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon

ABERDEEN-ANGUS CATTLE

Purebred and Commercial

GRASS RANGE

N BAR RANCH

MONTANA

year-old Register of Merit. Bulls must have 100 points from at least five sons and daughters, and females 25 points from at least two offspring to gain entrance to the register.

AMERICANS AT SCOTCH SALE

Highlight of a tour by American Angus breeders recently was attendance at the 92nd show and sale in Perth, Scotland. Catalogued for the event were 807 bulls and 163 females, and a few of the animals were purchased by the Yanks. The trip was planned with the cooperation of the American Aberdeen-Angus Breeders Association and the Aberdeen-Angus Cattle Society in Scotland, home of the Blacks.

IDAHO STUDENTS PLAN SHOW

The 30th Little International of the University of Idaho Ag Club is set for the second week in May this year. Students from all phases of agriculture will participate, and features to be included are judging contests and livestock fitting and showing contests.

"PREMIER" SET FOR BILLINGS

A newcomer to the show-and-sale arena is the Northwest Angus Premier

Show and Sale, set for June 1 in Billings, Mont. Purpose of the Premier, according to its officials, is to assemble once a year registered Angus foundation cattle of high quality, breeding and condition, as attractive additions to established registered herds. The board of governors has established a \$50 entry fee for each animal, this money to be used solely for premium moneys. The thought is that breeders will consign animals which they feel can compete successfully for prize money they themselves have thus put up. It is planned that the annual event will have no more than 100 head competing. Information can be had from the Secretary-Manager, Box 1497, Billings, Mont.

SANTA GERTRUDIS NOTES

The third Santa Gertrudis judging conference was held in San Antonio recently. The conferences are designed to keep judges, past and future, informed of Santa Gertrudis standards.

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More than \$73,000 was paid for Santa Gertrudis breeding stock in three auction sales in Texas this spring. Eighty-one purebred bulls

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and heifers sold for an over-all average of \$904 per head. Highest selling bull was purchased on a \$3,150 price tag.

TEXAS CHAROLLAISE SALE

The Texas Charollaise and Charollaise-Cross Sales Corporation has announced it will sponsor a consignment sale on May 28 in San Antonio. This is the first of several such sales the corporation plans to sponsor in the state during 1956. The group is made up of Texas breeders of Charollaise and Charollaise-cross cattle.

NEW TYPE SHOW IN OKLAHOMA

A new livestock show—the Standard of Perfection Show—will be launched in Oklahoma City Apr. 22-29 as part of the Southwest American Exposition. The new event is under the direction of Dr. A. E. Darlow, vice-president and dean of agriculture at Oklahoma A&M College. According to him, the show will feature outstanding quality in a limited number of animals, rather than a large entry list. Qualities of the several breeds will be emphasized, rather than direct competition. Outstanding educational displays will be prepared by each participating national purebred livestock association to help portray the merits of each breed. Beef breeds to be shown include Hereford, Polled Hereford, Shorthorn, Polled Shorthorn, Brahman, Santa Gertrudis and Brangus.

NORTHWEST PRICE TOPPER

Arthur Dhu 13th, a bull consigned by Herbert Chandler of Baker, Ore., brought top price of \$1,400 Mar. 8 at the annual spring sale of the Northwest Hereford Breeders Association.

CHAROLLAISE AT HOUSTON

The first consignment sale of Charollaise and Charollaise crossbred cattle ever held in this country took place during the Houston Fat Stock Show, with 29 lots bringing a total of \$65,195 for an average of \$2,248. The event was sponsored by the International Charollaise Association, Houston. Included were 18 purebred animals, seven of 15/16 breeding and four of ½ Charollaise blood. Purebreds averaged \$2,787; 15/16, \$1,712; ½ \$821.

RED ANGUS BREEDERS MEET

The third annual meeting of the Red Angus Association of America was held Mar. 16-17 at Mobile, Ala. Members present from the host state, Texas, Oklahoma and Wyoming elected the following officers: George C. Chiga, Guthrie, Okla., president; J. P. Givhan, Mobile, first vice-president; R. C. Buckner, Jacksonville, Tex., second vice-president; Mrs. S. Taylor McDaniel, Orange Grove, Tex., secretary-treasurer.

W. H. Gregory, livestock marketing specialist of the Alabama Extension Service at Auburn, told the group that first-cross dams have been found to produce calves of high gainability, but he emphasized the need for turning to purebred bulls for any further crossing.

Clyde Reed, beef cattle specialist with the Extension Service at Oklahoma A. & M. College, Stillwater, was a speaker, as was Dr. J. B. Francioni, of the animal husbandry department, Louisiana State College, Baton Rouge.

TEXAS SHOW SCHEDULED

Dates of the fourth annual Heart o' Texas Fair and Livestock Exposition in Waco have been set for Sept. 29-Oct. 5. New president of the event is R. A. Gorham of Waco; Othel M. Neeley has been re-elected executive vice-president and general manager.

SOUTHWEST SHOW HELD

Thirteen-year-old Esther Marie Libby of Bueyerous, N. M., a 4-H Club member, got the grand championship ribbon for her Hereford calf in fat steers judged at the 27th Southwestern Livestock Show, El Paso, Tex. Another Hereford calf, this one shown by 4-H Clubber Joe Ramos, Jr. from Alpine, Tex., took reserve honors. Young Miss Libby's prize animal was bred by her father, Norman Libby; it weighed 888 pounds, and later brought its owner \$1,776 at auction.

NEW CHAROLLAISE LEADERS

The third annual membership meeting of the International Charollaise Association was held some weeks ago in Houston, with some 65 members in attendance from Texas, California, Florida, Arizona, Louisiana, Nevada, New Jersey, Connecticut, South Dakota, Montana and Mexico. Officers who will head the organization in the coming year are: Wm. D. Parker, Houston, president; G. A. Morrissey, San Antonio, vice-president; S. L. Crochet, Clewiston, Fla., secretary; Herb J. Hawthorne, Meridian, Tex., treasurer. A seven-man slate of new directors was also announced after the convention.

TEXAS ANGUS SELL

The Texas Aberdeen-Angus Association last month, in its annual sale at Sulphur Springs, sold 53 head of registered Angus for a total of \$13,835, for a \$260 average. The 1954 average was \$279; in 1953 it was \$490. Top price was \$625 paid for a cow; the only bull offered in the sale went at \$575.

HOUSTON SHOW WINNERS

Of 947 steers shown at the Houston Fat Stock Show, Feb. 22-Mar. 4, 336 went across the block for an average of 41.6 cents without the champions. The grand champion award went to

Wayne Poe, 18-year-old 4-H Club member from Goldthwaite, Tex., for a 940-pound Hereford steer that sold for \$10,000. The reserve champion was an Angus weighing 1,095 pounds and brought to the show by Harvey Hartter from Carlock, Ill. The champion Shorthorn was exhibited by George L Innes of Galesburg, Ill.; the champion Brahman by John Joyce, Future Farmer at Iago, Tex.

Brangus cattle made their first showing in the judging ring at Houston, with 29 head on hand. Clear Creek Ranch of Oklahoma City took top banners in the male and female divisions. On Charbray, Sid V. Smith, Hempstead, Tex., had the grand champion bull, Santa Anita Ranch at Houston had the top female. In Charollaise, Michaelis Ranch, Kyle, Tex., showed the grand champion bull; C. M. Frost, Houston, the top female. Straus-Medina Ranch, San Antonio, had the top Hereford bull, O. H. McAlister of Rhome, Tex., the champion in the female group. Santa Gertrudis, shown here for the third time, had the grand champion bull from T. N. Mauritz & Son, Ganado, Tex., and John Martin of Alice, Tex., had the winning female. The top Shorthorn bull was shown by W. C. Anderson & Son, West Liberty, Ia. Mathers Bros., Mason City, Ill. brought in the female show topper.

CHAROLLAISE DATA

Our listing of cattle breed offices in the March Producer, Page 22, omitted the International Charollaise Cattle Raisers Association, 4905 Calhoun Road, Houston, Texas. Mrs. Betty Frazier is executive secretary. Registrations total 4,024.

WATCH THAT TEMPER

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ODUCER

Beef Boosts—(Continued from Page 25) legislation would be sought for a market-point checkoff, with shippers entitled to refunds.

A steering committee, which includes American National Cattlemen's Association leaders Jay Taylor and Fred Dressler, was asked to make additional studies and to set up another meeting at which each state would be represented by one cattleman, one hog raiser and one sheepman, appointed by their governors, in consultation with existing livestock organizations.

* * *

The "Beef Eaters" that the National Beef Council uses in its publicity is a phrase borrowed from England. The "Beef Eaters" there, more formally known as the Yeomen of the Guard and Yeoman Warders of the Tower of London, depending on the corps to which they belong, are members of the oldest armed body. Originally they were the sovereign's personal guard, but their duties now are purely ceremonial. All must have served in the British army for at least 21 years.

The grand Duke of Tuscany, visiting England in 1669, was impressed by the fine stature of the men and wrote: "They are great eaters of beef of which a large ration is given them at the court."

* * *

Alden K. Barton, chairman of the Utah Agriculture Commission, has been named chairman of the new Utah Beef Council. Del Buchanan is vice-president and E. S. Crawford secretary-treasurer.

* * *

The Colorado Cattlemen's Association urged formation of a Colorado Beef Council at its recent northeastern regional meeting in Akron, Colo. A voluntary check-off system of fees for beef promotion at central markets and sales rings was approved. Levies would not exceed 10 cents a head, with the National Live Stock and Meat Board getting 2 cents.

NEW GRADE

New Grade Names will be rolled on Commercial carcasses beginning June 1, the change being made on the basis of maturity of the beef animals. Accordingly, the grade "Standard" will be stamped on beef from younger animals of the Commercial grade and "Commercial" will be retained for beef from mature animals in the present Commercial class. The revision was originally recommended by the Cattle and Beef Industry Committee.

MOST L.A. BEEF RETAILERS SELL ONLY FEDERAL GRADES

Most of the principal meat retailers in Los Angeles, Calif. area insist on buying government graded beef. Grades of beef handled by these stores are: Safeway, Choice only; Von's Supermarkets, Choice only; Ralph's Supermarkets, Choice and Commercial;

Thriftie Mart, Choice and Good; A & P, Choice or equivalent; Shopping Bag, Choice and Good; Alpha Beta, Choice and High Good or equivalent; Stater Brothers, Good.

Sleeping Sickness Reappears In Southeast

Numerous cases of infectious equine encephalomyelitis (sleeping sickness) were found in 1955 among horses and mules in five southeastern states that reported no cases of the disease in 1954, the USDA reports. Disease build-ups occurred also in two other states of the region.

More than four-fifths of animals in the Southeast reported infected in 1955 died, compared to mortality of about one-third of 1954 cases reported from all over the nation.

It is believed that the high mortality in the Southeast from this disease during 1955 was due to prevalence of the more lethal type of E. E. virus.

Southern states hardest hit last year were North Carolina, where no cases were reported to USDA in 1954; Louisiana and Florida, where the number increased in 1955; and Georgia, South Carolina, Alabama and Mississippi, which reported no 1954 cases. Massachusetts and Rhode Island reported a number of cases in 1955 against none in 1954. Incidence of the disease increased also in some western states, including Wyoming, Colorado and New Mexico.

Mosquitoes are the principal carriers of equine encephalomyelitis, and several other insects are also incriminated to some degree.

Animal-disease specialists say the best way to prevent outbreaks of equine encephalomyelitis among horses is to vaccinate the animals in areas where the disease occurs—well ahead of the most dangerous season, June through October.

Don't trust the fellow too far who always trusts to luck.

The American Meat Institute is constantly bombarding butcher shops with briefs on beef and other meats. Here is one of the clever illustrations used.



TO INVESTIGATE FOOD FIRMS

An investigation of trade practices in various food industries, including the meat industry, is being initiated by the anti-trust subcommittee of the Senate Judiciary Committee under chairmanship of Senator Joseph C. O'Mahoney, Wyoming.

FERTILIZING HIKES YIELD

Effect of Fertilizer on Alfalfa

The Tennessee Extension Service reported the results of a 4-year study designed to show the effects of proper fertilization in getting and maintaining a stand of alfalfa. One part of the study provided for the addition of 300 to 400 pounds of muriate of potash and 20 pounds of borax per year on a 1-acre plot and in many cases the same acre received a similar application each succeeding year. Due to this treatment, the harvested plots showed an average yield increase of 27 per cent in 1953, 37 per cent in 1954, and 52 per cent in 1955.

The value of yield increases on the treated plots was enough to pay the entire cost of fertilizer plus a sizable profit.

MORE FLIERS ON THE RANGE

The Civil Aeronautics Administration notes that light airplanes are taking over some of the duties of the ranch bronc. The checking and herding of stock by plane almost doubled in 1954 to a new high of 15,300 flying hours.

WATER CONFERENCE SET IN TEXAS

An international water evaporation conference will be held in San Antonio, Texas, April 14, where a control method developed by an Australian scientist will be investigated. The method reportedly reduced evaporation 45 per cent and was harmless to fish, animals and plants. It used a thin (1 ten millionth of an inch) chemical film. The method will cost 80 cents an acre foot if it proves successful. Water costs Texas' municipal water districts about \$30 to \$80 an acre foot.

MAINE FIGHTS DISEASE

From Maine last month came announcement of establishment of an emergency joint state-federal livestock disease eradication organization. The new group is set up to go into operation in the state in event of any emergency.

Calendar

1/2/3
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Apr. 9-10—First meeting, National Beef Council, Kansas City, Mo.
 Apr. 12—Nat'l Cattle Feeders Assn. Meeting, Omaha, Nebr.
 Apr. 19-20—Nat'l Institute of Animal Agriculture, Purdue University, Lafayette, Ind.
 May 7-9—Oregon Cattlemen's Assn. convention, Bend.
 May 10-12—Washington Cattlemen's convention, Spokane.
 May 20-22—Montana Stockgrowers' convention, Billings.
 May 23-25—Colorado Cattlemen's Assn. convention, Colorado Springs.
 June 4-6—North Dakota Stockmen's Assn. convention, Minot.
 June 5-7—Wyoming Stock Growers' convention, Rawlins.
 June 7-9—65th convention, South Dakota Stock Growers, Deadwood.
 June 14-16—Nebraska Stock Growers Assn. convention, North Platte.
 June 25-27—National Livestock Brand Conference, Rapid City, S. D.

CHICAGO LIVESTOCK PRICES

	Mar. 26, 1956	Mar. 23, 1955
Steers, Prime	\$21.00-25.50	\$29.00-34.00
Steers, Choice	18.25-22.50	24.00-31.00
Steers, Good	15.75-19.00	19.75-24.75
Cows, Comm.	12.75-13.75	14.25-15.75
Vealers, Cm.-Pr.	23.00-26.00	25.00-28.00
Vealers, Cm.-Gd.	15.00-23.00	17.00-25.00
Calves, Ch.-Pr.	17.00-22.00	20.00-24.00
Calves Cm.-Gd.	13.00-17.00	14.00-20.00
F. & S. Strs., Gd.-Ch.		19.00-25.00
F. & S. Strs., Cm.-Md.		13.50-19.00
Hogs (180-240#)	13.75-14.75	17.25-18.00
Lambs, Gd.-Ch.	18.50-19.75	23.00-24.00
Ewes, Gd.-Ch.	7.00- 9.00	7.00- 9.50

WHOLESALE DRESSED MEATS

	(Chicago)		
	Mar. 27, 1956	Mar. 23, 1955	
Beef, Prime	\$35.50-38.50	\$49.00-51.00	
Beef, Choice	31.50-34.00	40.00-43.50	
Beef, Good	27.00-29.50	36.00-39.00	
Beef, Comm.	25.00-27.50	32.00-35.00	
Veal, Prime	40.00-42.00	40.00-44.00	
Veal, Choice	35.00-38.00	35.00-40.00	
Veal, Good	26.00-35.00	26.00-35.00	
Lamb, Choice	35.00-40.00	44.00-45.00	
Lamb, Good	34.00-37.00	41.00-43.00	
Pork Loin, 8-12#	37.00-40.00	42.00-45.00	

COLD STORAGE HOLDINGS

	(Thousands of pounds)			
	Feb.	Jan.	Feb.	5-Yr. Avg.
Frozen Beef	185,273	201,851	146,208	192,420
Cured Beef	10,565	10,420	8,190	10,926
Total Pork	513,154	481,602	532,092	597,462
Lamb, Mutton	9,664	10,566	8,743	12,953
All Other Meat	163,570	153,226	144,548	139,420

FEDERALLY INSPI. SLAUGHTER

	(In thousands)			
	Cattle	Calves	Hogs	Sheep
Feb. 1956	1,484	586	5,922	1,163
Feb. 1955	1,313	517	4,638	1,080
2 Mos. '56	3,180	1,188	12,628	2,492
2 Mos. '55	2,834	1,081	10,157	2,303

COVER PICTURE

At roundup time on the big Apache Indian Reservation, with headquarters at San Carlos near Globe, Ariz., cattle from all over the reservation are driven to the selling pens. Like most of Arizona's ranchers, the Apache cattlemen raise Herefords. (Photo by Western Ways Features).

Personal Mention

William G. Guernsey, special assistant to the director of the Bureau of Land Management, retires after more than 31 years of federal service, to enter private business in Boise, Ida.

The USDA has announced appointment of Dr. Carroll K. Mingle to succeed Dr. Abner K. Kuttler as head of the national program for eradication of bovine brucellosis. Dr. Mingle has been active in the program the past 19 years; Dr. Kuttler becomes head of state-federal cooperative work in livestock disease eradication and related activities for Utah.

Raymond W. Buchanan of Fargo, N. D., has joined the field staff of the American Aberdeen-Angus Breeders Association. He will serve Angus breeders in both Dakotas, Montana, Wyoming and Utah. He succeeds Ernest N. McCulloch.

W. W. Jones of Corpus Christi has been named a director of the Southwest Foundation for Research and Education at San Antonio. He is also a director of the Texas and Southwestern Cattle Raisers Association and the Texas Beef Council; and he owns and operates a ranch south of Hebronville. The foundation in which he has been named is a non-profit institution which conducts medical and agricultural research.

OBITUARIES



Frank S. Boice: One of the veteran members of the American National, long active in many phases of association work, Mr. Boice passed away unexpectedly on Apr. 3 at his Sonoita, Ariz., home.

Mr. Boice was a former president of the National and of the Arizona Cattle Growers; he was chairman, at the time of his death, of the National Live Stock Tax Committee and active in the American Society of Range Manage-

ment. He continued to participate very actively in state livestock association affairs and operated the Empire Ranch at Sonoita.

He is survived by his wife, Mary; two sons—Frank, Jr., who is on the Empire Ranch, and Bob, who ranches near Globe; two brothers—Charles, who resides in California, and Henry G. Boice, also a former American National Cattlemen's Association president.

Eugene Milburn: Member of a prominent Montana family and former Butte geologist, Mr. Milburn, 73, died unexpectedly on Feb. 27 at Los Angeles after a brief illness. He was a partner in the N Bar Ranch at Grass Range with a brother, G. R. (Jack) Milburn, elected in January to first vice-presidency of the American National Cattlemen's Association.

GAS TAX HELP

A bill to relieve farmers of the 2-cents-a-gallon federal tax on gasoline used for farming purposes, which had been requested by the President, has gone to him for signature. The measure, a compromise worked out by House and Senate, is expected to save farmers some \$60 million a year in gas taxes.

UTAH INSPECTION

Under a recent ruling, Utah's state agriculture department is required by law to inspect all meat designated for human food, even though it is to be consumed by the raiser or his family and not offered for public sale. Such inspection must precede and follow slaughter of individual animals.

MEAT PRODUCTION

Figures released by the National Live Stock and Meat Board show 1956 meat production as follows (estimated): Beef, 14 billion pounds; veal, 1,625 million pounds; lamb, 750 million pounds; pork, 11.4 billion pounds.

Per capita meat consumption in 1956 is estimated as follows: Beef, 82 pounds; veal, 9.2 pounds; lamb, 4.3 pounds; pork, 67 pounds.

MORE BINS

The Commodity Credit Corporation has been authorized to buy up to 100 million bushels of grain storage bin capacity to make room for the takeover next summer and fall of 1955 crop grains under price support. The CCC has bin-type storage capacity of 884 million bushels that is mostly full of grain, and, in addition, more than 85 million bushels of wheat are stored in 373 ships at East and West Coast anchorages.

Think pleasant thoughts—they may break into words any minute.